

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

January 31 1981

RPM – when  
does a price  
take effect?

Now Sangers  
return to  
list prices

CSM proposes  
clinical  
trial changes

Passing on  
a family  
business

Shopfitting  
SPECIAL  
SUPPLEMENT

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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

January 31 1981

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## RPM: Catch 22

When should the retail price of a price-maintained medicine be increased—or decreased? When the manufacturer's new list arrives? When the change appears in *C&D's* Price Supplement? When existing stocks run out? Or simply when you get round to it?

The question is posed this week by a survey of Boots' prices carried out by Mr J. Barrie Thompson, a Bournemouth proprietor, after customers had complained that he was overcharging (p180). Mr Thompson found that many recently-increased prices were unchanged at Boots—some examples of which were confirmed by *C&D* last weekend.

Boots agreed with the findings, and, indeed, gave us the dates on which some changes would be and had been made. Not unreasonably, they pointed out that it is a question of administrative logistics and that on average, prices take some four weeks to process from notification by the manufacturer to a change throughout the company's shops. (They even point out that where *C&D* Price Service has received no advance warning there is similarly no way we can notify the independent chemist of a change on the effective date—manufacturers please note!)

In the past, the changeover point was largely academic—a choice between a little extra profit and the remote chance of a lost sale. But, as Mr Thompson points out, the £1 prescription charge has changed all that, to the extent that consumers are becoming price conscious—especially as Press articles warn that many prescribed items may be cheaper to buy.

So when should the change be

made? It's a moot-point. Look carefully at the small print in the conditions of sale of the OTC medicines manufacturers and you will find that they range from "All pharmaceutical products are subject to resale price maintenance" (Optrex) to "shall not be resold retail at prices lower than the fixed retail prices per unit current as at the date of resale retail as shown in our price list current as at the date of resale retail" (Beecham Proprietaries).

Not much doubt about the latter—or about others with similar (if less legalistic) references to "current price lists". For the independent it means that he must change price as soon as he receives notification. Indeed, he will want to, in today's economic climate, in order to finance the purchase of replacement stocks. The multiple finds it hard to be so quick off the mark, however.

Could the multiple be advised earlier? Not without giving him a buying advantage over the independent. Could trade prices be advanced and notified before the retail? Not without complaints from those who ran out of stock between the two dates. Could multiple branches change price in accordance with receipt of manufacturers' lists or *C&D's* Supplement? Not without loss of central management control.

It seems Catch 22. Perhaps the ideal situation is when an increase is notified well in advance, and retailers are encouraged to stock up (overdraft costs make this self-limiting). But manufacturers have cash problems too, and such ideas may not always be in their best interests.

Whatever the difficulties, a common practice must nevertheless be found. Retail RPM on medicines is too important to allow even temporary inconsistencies to become apparent to the public. ■

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## Price-change date anomaly on RPMs

Boots' prices for many price-maintained medicines are not being changed according to the manufacturers' timetables, a survey by Mr J. Barrie Thompson, a Bournemouth general practice pharmacist, has revealed. However, a Boots' spokesman has told *C&D* that the unavoidable time-lag is normally four weeks from the date of notification.

Mr Thompson was led to conduct his survey last week after more than a dozen customers had questioned his own prices for leading brands such as Panadeine Co—available in Boots for 52p and 98p as recently as January 24, following manufacturer price changes effective December 29.

In a letter to the pharmaceutical Press, Mr Thompson says: "One customer refused to pay the additional 10p and stormed out of the shop shouting she would never ever come into our pharmacy again. Naturally all these incidents have caused a great deal of embarrassment, inconvenience to myself and our staff and no doubt have adversely affected our trading image and goodwill."

### Customers unimpressed

Mr Thompson goes on: "In these difficult situations, our staff have followed the training given to them, showing the customers the *C&D* Price List, and explaining the meaning of resale price maintenance. The customers, however, were unimpressed and left the premises muttering various forms of disbelief and abuse.

"If, for the sake of argument, the people who complained are in a vociferous minority, the effect of these price differences could be having a substantial effect not only on the sale of our pharmacy only medicines, but also on the whole of our business. We have worked extremely hard for many years to provide a first class service with a low price image. Effort which to a large extent has been adequately rewarded."

Mr Thompson points out that in the customer's eyes the company offering goods at the lowest price is always right. In addition, the £1 prescription levy has had a dramatic effect on the way that customers and

patients examine and *remember* the current price of medicines. Thus the phenomenon of "known value lines" has crept into pharmacy only medicines.

"This simply means that a customer will recognise a price as being good or bad value, but more importantly if customers find only one item in a product group which is over-priced the immediate conclusion is that the whole of that product group is over-priced."

Price comparisons spotlighted by Mr Thompson were Anusol, Benylin, Anadin, Aspro, Brooklax, Panadol, Panadeine Co and Solpadeine, but he claims a total of 191 lines discovered at below RPM price (based on changes effective December 29 and January 5).

### Support for principle

Boots' spokesman told *C&D* this week that price changes take about four weeks from notification to implementation—the Winpharm increases effective December 29 were applied from January 26, and others effective from January 5 would be in operation from February 3.

It was pointed out that this delay had never resulted in any complaint from a manufacturer; the spokesman stressed that Boots support RPM on medicines "to the letter". ■

#### Comment p179

## Microcomputers for small businesses

Advice on computerisation is to be made available to small businesses and the professions by a new Government-sponsored division of the National Computing Centre.

The "Microsystems centre"—which will involve itself with systems costing up to £15,000—aims to explain the applications of microcomputers and to encourage their effective use. It will provide information and advise and train potential users of small computer systems.

Information will include directories of equipment and services, books and selected trade and technical publications. Advice will be provided

through the centre's consultants and micro workshops. The first workshop will be opened in London at 11 New Fetter Lane, EC4A 1PU, and a second, later in the summer, at the NCC's headquarters, Oxford Road, Manchester M1 7ED. The centres will also have demonstration models representative of those on the market. Training ranges from part-time evening and weekend courses to "teach yourself" cassettes.

Subscription to the Microsystems Centre is £50 a year and includes a bi-monthly newsletter and discounts on services provided; the service is also open to non-subscribers.

Formation of a microcentre federation is being considered to develop standards and codes of practice and to exchange software and information between centres. ■

## Applications for pharmacy drop

University applications received so far to study pharmacy have substantially decreased compared with the previous year.

The Universities Central Council on Admissions has compared the number of application forms received by December 15, 1980 with those received by the same date in 1979. There is no substantial change in the total number of applications for all subjects but overseas applications have dropped by 32 per cent. UK applications have risen by 4 per cent overall—3 per cent more from men and 6 per cent from women.

Other subjects with a substantial decrease in applications include medicine, law, and architecture. There was an 8 per cent increase in dentistry applications and a 22 per cent increase in combined biological and physical sciences. ■

## Final dates for C&G

The City and Guilds of London Institute has confirmed the final examination dates for its dispensing technicians course.

The last "normal" examination will be in 1984 and the latest provision for re-sit candidates for the May/June series will be in 1985. Guidelines for certificate programmes in pharmaceutical sciences were circulated to colleges of further education by the Technician Education Council last year but TEC certificate programmes are unlikely to start before 1982. ■

## Sangers return to list prices

Sangers Pharmaceuticals have joined the ranks of wholesalers dropping notional pricing in favour of a discount system based on manufacturers' list prices.

In a letter being sent to customers this week, Sangers refer to the Minister for Health's recent indication that the Price Regulation Scheme will be used to maximise wholesale margins at 12½ per cent. "Sangers Pharmaceuticals Ltd has always believed that strong direction from the Department of Health is an essential step in bringing about stability inside our industry," says the letter.

"Whilst we therefore welcome the statement, we believe it falls short in many essential areas, such as, suppliers who offer less than 12½ per cent, minimum periods of time for prompt settlement, the high cost of Controlled Drug licences etc and we shall try to obtain meaningful discussions with the Department of Health on these issues."

Sangers' revised terms will apply from March 1 and will reflect the new wholesale margins and reduced invoice prices. ■

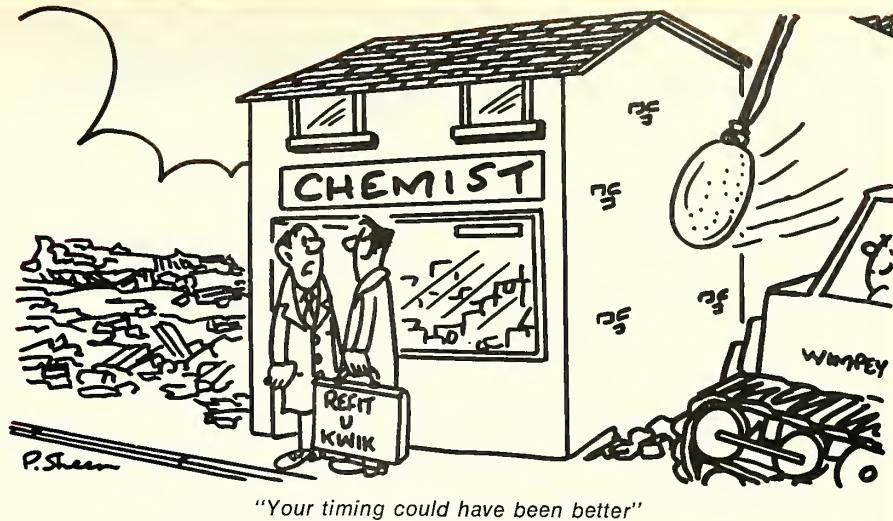
## No more SRPs on Kodak processing

Kodak are discontinuing suggested retail prices for all colour processing, and in a letter to dealers state: "Recently it has become apparent that suggested prices for our colour processing services have ceased to be helpful to most dealers and consumers, and indeed their use as comparisons may well be regarded as misleading.

"We intend therefore to discontinue suggesting retail prices for all colour processing services from May 18, 1981. From that date we will continue to price your order dockets for you but at the prices you advise us you wish to charge your customers."

Dealers will be contacted in the spring to finalise details, and the letter continues: "You will then be able if you wish, to take a more flexible approach to marketing colour D & P by charging prices that relate to your own particular local situation."

Kodak abandoned SRPs on cameras and accessories and repair services in April 1979 and believe that at that time the policy change was "generally very well received" by their dealer customers. ■



## Proposals to speed clinical trials

The Committee on Safety of Medicines has proposed that clinical trials should be divided into two stages with different data requirements. The licensing authority has agreed with the proposals and intends to amend leaflet MAL 4 as soon as possible.

The CSM's proposals are aimed at allowing early clinical trials so that companies can decide quickly whether to proceed with further development of a new drug. They have recommended that data requirements for clinical trial certificates should be linked to the extent of the testing proposed and that this can best be achieved by dividing clinical trials into two flexible stages.

Stage 1 testing would involve early, heavily monitored clinical pharmacological studies in limited numbers of patients designed to indicate as soon as possible whether a drug has potential and to provide a foundation for broader clinical studies. LD 50 tests, preliminary animal pharmacokinetic studies and mutagenicity tests should all have been carried out before stage 1 studies are undertaken.

Toxicological data should relate to the duration of the proposed trial. Sufficient chemistry and pharmacy data to validate the trial will be required as will information on the drug substance and pharmaceutical data about the dosage form to be used in the trial.

For stage 2 trials, further animal toxicity testing and further data on all relevant aspects on chemistry and pharmacy will be required. Carcinogenicity testing will not be required during stage 2 unless trials lasting for more than a year are proposed. Stage 2 studies are expected to determine partially the efficacy of the drug and provide information on short term safety, acceptability and tolerance. They should lead naturally

to the full scale clinical trials required for a product licence application.

As the changes do not involve amending statutory instruments there is no requirement for a statutory consultation. However representative organisations can send comments, up to March 21, to Mrs K. Sherrington, Room 1427, Department of Health and Social Security, Market Towers, 1 Nine Elms Lane, London SW8 5NQ. ■

## AHA tightens up IV procedures

Newcastle Area Health Authority has tightened up hospital procedures for giving intravenous fluids following the deaths of two women at Freeman Hospital last September.

Verdicts of misadventure were returned at an inquest last week on Mrs J. Ross and Miss D. Stonebank who died after heart operations. The inquest heard that they died because their heart-lung machines were administering a 50 per cent solution of dextrose instead of a five per cent solution. An investigation failed to reveal how the bags of concentrated solution got into the operating theatre.

The AHA has since issued a statement that the coroner is satisfied that the authority has taken reasonable steps to avoid further incidents of this kind, including the issue of a hazard warning notice through the Department of Health. The AHA's incidents panel has recommended that the drug and therapeutic subcommittee and senior officers, including pharmacists, should regularly monitor the systems of giving intravenous fluids, and all staff engaged in their administration should be warned that it is essential to check each product before use. No disciplinary action is being taken.

The inquest also heard that Travenol Laboratories, the makers of the solution, had relabelled the bags to avoid similar mistakes.

It is understood that damages are being claimed against the AHA. ■

# Increased container allowance agreed to cover CRCs

The Department of Health has agreed to increase the container allowance to cover the extended use of child resistant containers from March 2.

The Pharmaceutical Services Negotiating Committee was told of this agreement at its January meeting, but the new allowance figure is still being negotiated. The Department has also told PSNC that the production of a notice for distribution to pharmacies is well in hand. The wording will be:

"All prescriptions for tablets and capsules will be dispensed in child resistant containers. Please ask how to use them. If you want an ordinary container instead, please ask when you hand in your prescription".

Other matters discussed at the meeting included:

■ The Committee agreed to the inclusion in the 1981 Drug Tariff of a further size of elastic web foot bandage, 32 cm foot loop, in addition to the present 24 cm size. ■ The Committee approved the use, in a pilot trial area, of payment through the Bankers Automated Clearing Service by a Paymaster General's warrant instead of payment by cheque to contractors.

The Department of Health has assured the Committee that there would be no delay in the payment of contractors' accounts by this new method; the payee's account is automatically credited and the payer's account automatically debited on the due date.

At its December 1980 meeting, PSNC heard details of the action taken on resolutions passed at last year's conference of Local Pharmaceutical Committees. Several of the resolutions have been incorporated in the new contract proposals.

## Other action

■ A survey of out of hours dispensing services is being carried out following a call for PSNC to implement an adequate service. LPCs have been asked to respond to a PSNC questionnaire by the end of January.

■ A joint PSNC-Department of Health inquiry will take place into the ratio of price increases between fast and slow-moving drugs. ■ The question of pensions for pharmacist contractors is commented on in the new contract proposals and the notional salary formula

currently being considered revises these payments.

■ PSNC is preparing a booklet to cover aspects of the Drug Tariff not included in the NPA's guide. ■ Further representations are being made to the Department of Health, following its initial rejection, that pharmacist members of Family Practitioner Committees should be able to appoint deputies to attend FPC meetings if they are unable to attend themselves. ■

## WESTMINSTER REPORT

### Cost idea rejected

Sir George Young, Under Secretary for Health, rejected Mr Kenneth Marks' request that Form FP10 should indicate to the patient that a drug cost is less than £1. He would not put the burden of calculation on either prescriber or pharmacist. ■

### EEC disparities

In a Commons written answer to a question from Mr Arthur Lewis concerning the "deep concern" in the chemical industry over the disparity between energy prices in the UK and France and Germany, Mr Norman Lamont, Under Secretary of State for Energy, replied: ". . . All Community member States have agreed to principles of economic pricing for all fuels and further discussions are in progress to refine the practical interpretation of these principles. However, even within the Community, costs of energy production and market conditions will naturally vary from country to country and this should be reflected in the price charged; . . . But we welcome the assistance of UK industry in identifying any unfair pricing practices, contrary to the agreed principles." ■

### Medicine volumes

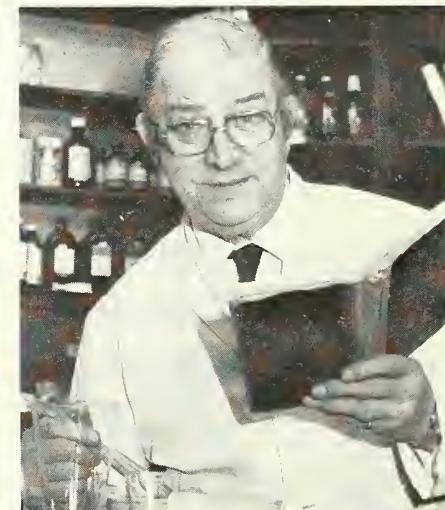
The volume of medicines prescribed only increased slightly after the rises in prescription charges in July 1979 and April 1980.

This was revealed by Sir George

Young, Under Secretary for Health, in a written answer to a question from Mr Laurie Pavitt asking about the effect of the £1 prescription charge on the volume of medicines prescribed. Sir George said that prescribing figures following the latest increase in prescription charges were not yet available but it was clear that after the two earlier rises the increase in the volume of medicines prescribed by general practitioners was small. ■

## PEOPLE

**Mr Stanley Mitchell Throup, MPS**, has retired after 50 years as proprietor of Keighley's last "old fashioned" chemist shop and the shop has closed down. The Walter Ecroyd Pharmacy had been in business on two different sites in North Street, Keighley, West Yorkshire, since 1890 and was famous for its nostrums and as provider of traditional pharmaceutical and



pharmacognostical items. The original 1890 interior aroused considerable interest and has been bought by an antique dealer for export to the US. Much emotion was shown by his customers on his final day in business, and he too will be sorry to go, but "one can't go on for ever". He is a keen philatelist and enjoys fishing. ■

### Deaths

**Campbell.** On January 17, Mr Hugh Veitch Campbell, MPS, High Askomil, Campbeltown, Argyll. Mr Campbell was 93 and registered in 1920.

**Kirkpatrick.** On January 21, Mr J. F. Kirkpatrick, Knock Hill Park, Belfast, son of Mr D. L. Kirkpatrick, one time secretary of the Pharmaceutical Society of Northern Ireland. Mr Kirkpatrick was well known in pharmaceutical

circles and once represented a number of drug companies.

**Ridehalgh.** On January 15, Mr Harry Ridehalgh, FPS, Flat 3, Westcliff Court, 25 Portarlington Road, Bournemouth. *Mr Stanley Bubb, secretary, Bournemouth and East Dorset branch, National Pharmaceutical Association, writes:* "Harry served the local National Pharmaceutical Union for many years as secretary and for a period as chairman. He was also an active member and past-chairman of the Bournemouth branch of the Pharmaceutical Society and was for three years a member of the Council of the Pharmaceutical Society of Great Britain. His services to pharmacy were particularly valuable in respect of his years of service on the NHS Executive Council for Bournemouth, and its sub-committees.

"He was a most accomplished artist and his many pictures are distinguished by the accuracy and attention to minute detail typical of his dedicated life as a pharmacist. It was he who produced, in colour, the design for the NPU Bournemouth chairman's badge and this beautiful badge will remain a perpetual memorial to his unique blend of art with pharmacy.

"His many years in business brought him numerous prizes for window-dressing for which he had a remarkable flair. Following the sale of his business some twelve years ago, Harry continued to undertake locum work in the Bournemouth area but some five years ago suffered a serious motor car accident from which he never really recovered fully and for the past twelve months was very seriously ill in hospital.

"Bournemouth branch offers its sympathy to his widow, Edith, to his daughter Angela, who also is a pharmacist and to his son, Harry, who is a general practitioner. Pharmacy has lost a stalwart of the old school in Harry Ridehalgh and he will long be remembered." ■

## News in brief

■ Chemists and appliance suppliers in Scotland dispensed 2,818,000 prescriptions in September 1980 at a gross average cost of £3.34.

■ Soft Lenses Inc, a Revlon subsidiary, have received clearance by the United States Food & Drug Administration to market Hydrocurve 1155, a soft contact lens that can be worn without removal for up to two weeks by nearsighted people. The clearance was based on a three year study covering 1,325 patients. The thin lens design (average centre thickness of 0.5mm) and 55 per cent water content allow a substantial amount of oxygen to be transmitted through to the cornea. ■

# TOPICAL REFLECTIONS

By Xrayser

## And back again

I still remember a catchy little tune from my infant school days, a dance duet from Humperdinck's "Hansel and Gretel", which our class had to sing (and some of the lucky ones tried to dance to). I always enjoyed that swirl bit where we let go on "round about . . . and back again."

It is almost equally pleasant for me to see, after all the errant footwork by our warring wholesalers, that two more, having done the round-about, are coming back again to list pricing. Now at least we know that the price we pay on invoice is the same as the manufacturers' list from which the pricing bureaux pay us.

With a set datum line to start from I feel I am on surer ground when talking of potential discounts to be earned from angling our buying in favour of a particular supplier, but more importantly, feel that if I have to spread my purchasing over four wholesalers because of their out-of-stocks, and maybe earn no discount from any of them, I shall not actually lose out on a pricing differential.

Perhaps if any other pharmacist can recall the tune they will join in thanks to those wholesalers who have "come back again" by singing a couple more lines from the same song? "That was ve-ry good indeed, now I'm sure you'll soon suc-ceed."

Pretty corny stuff maybe, but I assert that nothing has introduced more distrust and suspicion between pharmacist and supplier than notional pricing, and those few firms who retain it will find it a costly proposition. For no matter how well they present their figures, nor how hard the reps talk, there is an irrational dislike of the uncertainty it introduces in a business transaction—an emotional response which is not to be reasoned away.

## Dried food

Make space on your shelves . . . Heinz are introducing a new range, gluten free, with no artificial preservatives or colourings. When I heard the news last autumn I thought it was going to be a copy of the Robinson range, so began running down the varieties of both Heinz canned foods, and Reckitts'. Now I wonder if I haven't been a bit too smart, for what is described in *C&D* sounds more like a

tilt at Milupa? We'll have to wait and see what the rep brings in, though with the massive backing promised there can be little doubt that we shall take it into stock.

## Front stalls

PSNC is right to issue a Press statement pointing out . . . complaining . . . that seven months after Dr Gerard Vaughan, Minister for Health, a man in the front stalls of Parliament, stated that a review body would be set up for pharmacist contractor disputes, not one name for a member of the panel has been agreed.

If the front of a vehicle stalls, no other part of it can proceed. And so once more, despite our high hopes, despite the promises, which we believed, we find ourselves pushing a halted roundabout, whose only progress, even when moving, would appear to be never-ending circles.

Where is that pharmacist who wrote some time ago to tell us we had no need of any PR experts, and that minding our own businesses was a good enough method of influencing the wielders of power? Does he suggest that doing nothing but minding those businesses will bring instant Government response? Sick joke. It looks as though we will have to mount another fast programme of letter-writing to the MPs and seriously thinking of ways to strengthen the unity of pharmacy so that we may become more confident of our proper place in National Health Scheme.

In fact, considering that the canvassing of names can have taken at most a couple of months, the only question that remains to be answered is . . . What are we waiting for? ■

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local wholesaler or cash and  
carry trader.

# PRESCRIPTION SPECIALITIES

## Diazemuls injection

**Manufacturer** Kabivitrum Ltd, Bilton House, Uxbridge Road, London W5 2TH

**Description** White, opaque, oil-in-water emulsion containing diazepam 10mg in 2ml

**Indications** Premedication before major or minor surgery, dental procedures, endoscopy, and cardiac catheterization. Control of acute muscle spasms such as tetanus, status epilepticus and convulsion due to poisoning. Management of severe acute anxiety or agitation including delirium tremens

**Dosage** Intravenous injection or infusion can be used. Premedication: 0.1-0.2mg/kg by iv injection. Status epilepticus: Initially 0.15-0.25mg/kg by iv injection repeated in 30-50 minutes if required and followed if necessary by infusion of up to 3mg/kg over 24 hours. Tetanus: 0.1-0.3mg/kg by iv injection and repeated every 1 to 4 hours as required. Alternatively a continuous infusion of 3-10mg/kg every 24 hours. Anxiety and tension, acute muscle spasms, acute states of excitation, delirium tremens: Usual dose is 10mg repeated at intervals of 4 hours as required. A clinical effect is frequently seen at lower doses in elderly or debilitated patients.

For continuous infusion, Diazemuls can be added to dextrose solution 5 or 10 per cent to give a final diazepam concentration of 0.4mg/ml. The solution should be used within six hours of mixture. Diazemuls can also be mixed in the container with Intralipid 10 or 20 per cent but not with saline solutions. It can be injected into the infusion tube during infusion with isotonic saline or dextrose solution 5 or 10 per cent. Adsorption to plastic infusion equipment occurs to a lesser degree than with aqueous diazepam injection preparations when mixed with dextrose solutions

**Contraindications, precautions** As for other diazepam preparations. Should not be used during pregnancy unless considered essential by the physician

**Side effects** May rarely cause local pain or thrombophlebitis in the vein used for administration

**Packs** 5 x 2ml ampoules (£2.10 trade); 50 x 2ml (£19.50 trade)

**Supply restrictions** Prescription only  
Issued January 1981. ■

## Leo insulins renamed

From February 1 the four Nordisk highly purified porcine insulins: Leo Neutral, Leo Retard, Leo Mixtard 30/70, and Leo Initard 50/50, will be called respectively: Velosulin (neutral insulin injection BP), Insulatard (isophane insulin injection BP), Mixtard 30/70 (30 per cent neutral + 70 per cent isophane injection BP), and Initard 50/50 (50 per cent neutral + 50 per cent isophane injection BP). The new names will be used globally.

Wholesalers and pharmacists should first exhaust stocks of packs with the old name. Both the new and the old name will be printed on the new packs during a transition period. Patient leaflets are available. *Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR.* ■

## Glaxo Flexules

Glaxo are introducing 1gm single applications of their topical steroids-Flexules. These have the advantages of allowing greater precision in the quantity applied and duration of treatment, the company claims, as well as avoiding the risk of contamination.

Trade prices for 20 x 1gm packs for both the cream and ointment formulations are: Betnovate £3.62, Dermovate £4.22, Eumovate £3.91, and Efcortelan £3.19. Flexules will be available from February 2. *Glaxo Laboratories Ltd, Greenford, Middlesex UB0 6HE.* ■

## Ticar prices

Beecham Research Laboratories have reduced the price of all Ticar presentations. The new NHS (trade) prices are now 1g vials (10, £24.00), 3g vials (6, £35.10), 5g vials (4, £39.05) and 5g infusion (4, £45.90). *Beecham Research Laboratories, Beecham House, Brentford, Middlesex TW8 9BD.* ■

## Purer Intal

The lactose carrier is being removed from Intal Spincaps. Each capsule now contains only pure sodium cromoglycate.

Fisons say that the drug should now be easier to inhale as the large particle size of the lactose impeded inhalation. Their trials have shown that fewer inhalations were needed to empty the new Spincaps. Packs,

prices and capsule appearance are all unchanged. *Fisons Ltd, Pharmaceutical Division, 12 Derby Road, Loughborough, Leics LE11 0BB.* ■

## Rogitine 50mg

Ciba have brought out a larger size Rogitine injection containing phentolamine mesylate 50mg in 5ml water for injection. Each box contains 5 ampoules (£6.84 trade).

The indications for the preparation have been expanded to include acute left ventricular failure (cardiogenic shock) particularly following myocardial infarction. *Ciba Laboratories, Wimblehurst Road, Horsham, West Sussex RH12 4AB.* ■

## Syrup reformulation

Piriton syrup has been reformulated to remove chloroform and the colouring agents, orange G and tartrazine. The new formulation is colourless with a different flavour and contains 0.1 per cent Nipasept as a preservative. Prices remain unchanged. *Allen & Hanburys Ltd, Bethnal Green, London E2 6LA.* ■

## Syntaris pack

A 24ml bottle of Syntaris nasal spray is replacing the existing 2 x 12ml bottle presentation. Old style packs will not be accepted back for credit and the price will remain unchanged. *Syntex Pharmaceuticals Ltd, St Ives House, St Ives Road, Maidenhead, Berks.* ■

## Ultrabase 50g tube

The 50g jar of Ultrabase is being replaced with a 50g tube (£0.73 trade) and a 500g jar (£4.80 trade) is being introduced. *Schering Chemicals Ltd, The Brow, Burgess Hill, West Sussex.* ■

## Donnatal dropped

Donnatal elixir and Donnatal LA tablets will be discontinued when existing stock is exhausted. *A. H. Robins Co Ltd, Redkeln Way, Horsham, West Sussex RH13 5QP.* ■

## Sinequan size

The capsules for Sinequan 75mg have been changed from size 0 to the smaller size 2. Colouring and identification marks are unchanged. *Pfizer Ltd, Sandwich, Kent.* ■

## Luma bath salts

Sestri (Sales) have acquired Luma bath salts (£0.92) and orders together with the name of the local wholesaler for immediate despatch may now be sent to *Sestri (Sales) Ltd, Kingsend House, 44 Kingsend, Ruislip, Middlesex HA4 7DA* (telephone Ruislip 32724). ■

## Bonus orders from André Philippe

André Philippe are offering bonus order terms until the end of April.

Orders to the equivalent of £50 nett on the 1980 price list will qualify for a 10 per cent discount and £100 for a 12½ per cent discount. The company says that this is an excellent offer for Easter and for customers wishing to buy early for summer and Christmas.

They stress that customers placing their orders will be buying at last year's prices and that delivery is

carriage free. *André Philippe Ltd, 71 Gowan Avenue, London SW6 6RJ.* ■

## Animal shampoo

Hexocil solution, an antibacterial (hexetidine) shampoo for the treatment of specific skin disorders in domestic pets, farm animals and horses, is to be advertised in *Our Dog and Horse and Hound* during the period of Crufts in mid-February and continuing throughout 1981.

The advertisement will state that the product is available from chemists and veterinary surgeons. *Warner-Lambert (UK) Ltd, Usk Road, Pontypool, Gwent NP4 8YH.* ■

## Vestrict offers

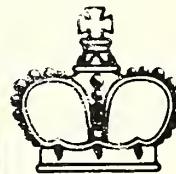
On special offer from Vestrict in February are Dr White's, Gillette Slalom razors and Foamy shaving cream, Johnson's baby lotion,

Elastoplast, Atrixo hand cream, Milupa, Twice As Lasting, Ayds, Head & Shoulders, Poligrip, Libresse Pennywise, Macleans, Kleenex for Men, Johnson's cotton buds and cosmetic buds, Colgate Dental Cream and Kotex Simplicity.

Mallory Duracell batteries are now available from Vestrict at "savings on normal trade prices" in a special promotion. Blister packs of two MN 1300s and MN 1400s will have 25p off normal trade prices and will be available at £0.8302 and £0.7434 respectively. Suggested prices (including VAT) are £1.34 and £1.20 per pack.

Packs of four MN 1500s and MN 2400s will have 20p off normal trade prices. Both types will be available at £0.9107 per pack, expected to sell at £1.47. Model MN 1604 (pack of one) will be available at £0.8488 compared with normal trade price of £1.0239, suggested price RSP for this type being £1.37. There are no minimum order quantities. The special prices will operate whilst stocks last. *Vestrict Ltd, Runcorn, Cheshire, WA7 5AP.* ■

## Chesebrough-Pond's Ltd.



PRINCE  
MATCHABELLI

We are pleased to announce that the sales and administrative departments of Chesebrough-Ponds Ltd., and Prince Matchabelli will be moving from London to Windsor effective from 2nd February 1981.

### Our new address will be:

**PO Box 242  
Consort House  
Victoria Street  
Windsor  
Berkshire SL4 1EX**

Telephone: Windsor (STD 07535) 57191

Telex: 849818 Ponds G

Cables and Telegrams: Vasoponds Windsor

We look forward to dealing with all our customers and associates at our new address.

## Fabric plasters added to Band-aid range

Johnson & Johnson are extending the Band-aid range by introducing fabric plasters.

Four sizes of dressing strip will be available—individual plasters are not being introduced as 65 per cent of fabric plasters are already sold as strips and there has been an increasing trend towards strips in the last few years. The sizes are: 6cm x 15cm; 3.8cm x 1m; 6cm x 1m and 7.5cm x 1m.

Fabric plasters currently account for around 39 per cent of a £14 million market at rsp. Johnson & Johnson claim brand leadership of the plastic sector and are obviously hoping to make a large impact on the fabric sector. With a fairly stable market and well-established competition they felt that an improved product was necessary and claim to have produced a plaster superior to any similar product.

Band-aid fabric plasters are lighter and less bulky than other brands, repel water more effectively, and adhere well to the skin but leave a minimum amount of residue on removal, the company claims. In consumer tests 74 per cent of users preferred Band-aid fabric plasters to existing varieties, they say.

Johnson & Johnson point out that they are now the only manufacturer to offer three choices of plasters—clear, waterproof and fabric.



The display unit contains three of the fabric plaster sizes

They are repackaging the clear and washproof range with new size descriptions, expanded on-pack product information and colour coding. Fabric plasters will be in green flashed packs, clear plasters in light blue and washproof in dark blue.

A pre-packed display unit containing three of the fabric plaster sizes will be available ex-car to pharmacies. Trade discounts will be available and a consumer promotion offers a pair of first-aid scissors for one proof of purchase. National advertising starts in March with over 12 million 5p coupons appearing in the *Daily Express*, *Daily Mail*, *Daily Mirror* and the *Sun*. Johnson & Johnson Ltd, 260 Bath Road, Slough, Berks SL1 4EA. ■

## Promotional activity for Elastoplast

Three "space alien" face masks are the latest consumer on-pack offer from Elastoplast. The cardboard masks, a space creature, space robot and space invader, can easily be cut and folded into shape and are intended to capitalise on the popularity of films such as Star Wars and the current space invaders craze.

Two tokens with 10p to cover postage are all that is needed for a free mask and the promotion will be supported with shelf-strips, stickers and a pre-packed merchandising unit carrying an assortment of airstrip and fabric plasters, plus fabric and



waterproof dressing strips.

The Elastoplast range of Heroes plasters is to be supported throughout the year with full and half-page advertisements in two popular children's comics, *Look-in* and *Whizzer and Chips*. Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts AL7 1HF. ■

## 'Beautiful buys' from Numark

The next Numark national promotion will run in-store February 9-21 under the theme "Beautiful buys" and will also include a Numark chemist display competition in co-operation with Kimberly-Clark.

All members have to do is display at least three of the five products being offered, answer a simple question and return their entry form to Warminster by February 16. The ten winners will win £100-worth of Marks & Spencer vouchers each. Entry forms will be inserted into the PLOFs.

Main line Superbuys on promotion include Mum rollette and refill, Lil-lets, Polycolor and Polytint, Silvikrin shampoo, Milupa, Milumil, Colgate Dental Cream, Dr White's, Kotex, Silvikrin hairspray, Ribena, Listermint and Style perms.

Intermediate lines include Andrex, Liga rusks, Gillette foamy, Amami setting lotion, Complan, Soft & Gentle, Silvikrin shaders and toners and Softly Blonde.

Optional extras include Beecham powders, Blisteze, Savlon cream, Angiers junior aspirin, Feminax, Night Nurse and Day Nurse.

Items on promotion in the Numark/Kimberly-Clark display competition are Kleenex for Men, Kleenex Super 3, Kleenex tissues, Kleenex Boutique and Kleenex man size. All of the main line Superbuys on promotion will be advertised in national and regional Press, women's magazines and Ulster television.

Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU. ■

## Rite-diet low protein flour

Rite-diet protein-free flour is being replaced with low protein flour mix. This is free from gluten and lactose, extremely low in protein and can be prescribed under the NHS for the same conditions as the protein-free flour. The 400g packs (£0.66 single, £16 for 24—both trade) are printed in red. Welfare Foods (Stockport) Ltd, 63 London Road South, Poynton, Stockport, Cheshire SK12 1LA. ■

# CBS

# CASH & CARRY

39/55 PHILIP LANE,  
TOTTENHAM, N.15

SPECIAL OFFERS PERIOD 2 2nd — 27th FEBRUARY 1981

COLGATE  
TOOTHPASTE

FAMILY BANDED  
CASE OF 12 TWINS  
SELL AT 89p MAKE  
15% P.O.R.

7.89

EX. LARGE  
BANDED CASE  
OF 12 TWINS  
SELL AT 79p  
MAKE 22.8%  
P.O.R.

6.38

LONDON &  
THE SOUTHS LEADING  
SPECIALIST CASH & CARRY

COME AND SEE OUR FULL RANGE  
OF TOILETRIES, HEALTH AND  
BEAUTY AIDS CHEMIST SUNDRIES  
AND PAPER PRODUCTS.  
ALL AT DISCOUNT PRICES.

OPENING TIMES

Mon - Tues 8.30 am. - 7.00 pm.  
Wed - Fri 8.30 am. - 5.00 pm.  
Thurs (Late Night)  
8.30 am. - 7.30 pm. N.B. Last  
customer admitted one hour  
before closing.

BABETTES  
20's  
CASE OF 12

7.47

21% P.O.R.  
AT 79p

VO5  
SHAMPOO

150ml +  
33% EX. FREE

1.91

13% P.O.R.  
AT 42p

SUNSILK  
HAIRSPRAY

LARGE 180ml  
PACK OF 12.  
12.7% P.O.R.  
AT 59p

5.37

ECON. 290ml  
PACK OF 6

4.19

HAZE

AIR FRESHENER  
250ml + 20%  
EXTRA FREE

3.54

13% P.O.R.  
AT 39p

ALBERTO  
BALSAM

CONDITIONER  
200ml + 20%

3.13

PACK OF 6

NIVEA  
POPULAR  
45gm 1602

2.70

PACK OF 12

PADDI-  
PADS 10's  
CASE OF 12

3.95

25% P.O.R.  
AT 44p

HEAD AND  
SHOULDERS

4.77

FAMILY 12's 5.88

LARGE 12's 4.24

COSIFITS  
20lbs + (TODDLER)  
CASE OF 12

12.93

22.3% P.O.R.  
AT 1.39p

SUPER 6's

5.88

4.24

ALL PROMOTIONAL OFFERS  
SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE

E & O E

## Consumer advertising for Unichem baby products

Unichem are staging a major consumer advertising campaign for its range of baby products. The campaign, costing £1 million, will be Unichem's first full-scale campaign on baby products aimed at the consumer.

Full-page colour advertisements will appear throughout spring in *You and Your Baby, Bounty Baby Book, Family Circle, Living, Mother, Mother and Baby, Parents, Good Housekeeping plus Baby Book and Your First Baby*.

A second burst of advertising will appear in the same publications in the autumn. This programme will be backed up by a "Guess-the-weight" baby competition for the consumer in June.

All advertisements will stress that Unichem baby products can only be bought at chemists. Sales of Unichem baby products reached nearly £1 million at retail level in 1980.

"Last year confirmed the real market presence of Unichem baby products and we expect to make great strides forward in 1981", says Bill Hart, Unichem's assistant marketing director.

During February Unichem are running two promotions for members.

## Hermesetas push in grocery sector

Crookes-Anestan have appointed foodbrokers Gilbert J. McCaul "as part of their 1981 campaign to increase penetration of the grocery market."

The appointment coincides with a £750,000 national advertising campaign which the company believes will help them achieve this aim.

Mr Michael Leach, managing director of McCauls says: "We are

Napcolour are currently running a promotion to coincide with the "increased demand for enlargements following the Christmas festivities". Effective until March 14, it takes the form of normal price for first colour enlargement, then half price for any subsequent enlargements ordered at the same time and from the same negative or transparency

Orders placed in the Moneymakers promotion February 2-27 will receive a window poster of the products on offer plus price cards and shelf barkers.

On offer are All Clear shampoo, Dr White's, Elastoplast, Harmony hairspray, Listermint, and Steradent deep clean tablets.

A second window poster of the products available in the members bargains promotion February 12-27 will also be sent to members who take advantage of these offers.

Bargains available are Angiers, Ayds, Atrixo, Brut 33, Body Mist, Beecham Hot Lemon, Badedas gelee, Bisodol tablets, Camay, Cussons brilliantine and aftershave, Cow & Gate baby foods, Dentu creme, Duracell batteries, Day Nurse, Night Nurse, Elseve conditioner, Fancy Free, Head & Shoulders, Hedex, Ingrams lather, Johnson's baby cream and baby dry liners, Kotex Sylphs, Liga rusks, Matey and Miss Matey, Macleans toothpaste, Punch & Judy toothpaste, Red Kooga Ginseng tablets, Sure Shield, Tampax, Twice as Lasting and Vespré. *Unichem, Crown House, Morden, Surrey.*

looking forward to increasing the distribution of Hermesetas range of artificial sweeteners in the grocery trade via our national sales force in the coming months. We will also be concentrating our efforts in supporting the heavyweight launch of Hermesetas Sprinkle Sweet in London television area shortly."

Crookes Products say they will continue to represent Hermesetas in the chemist and pharmaceutical sector. *Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*



## Oral-B dentalgel

Cooper Health Products Ltd are launching Oral-B gel (£0.68) for sore gums, mouth ulcers and infant teething problems. A pharmacy only medicine, the gel contains lignocaine 0.6 per cent, cetylpyridinium chloride 0.02 per cent, menthol 0.06 per cent and eucalyptol 0.1 per cent. It is prescribable on form FP10 and will be advertised to health visitors, GPs and dentists. The company is also launching on Oral-B denture brush (£0.78).

*Cooper Health Products Ltd, Gatehouse Road, Aylesbury, Bucks.*

## Slim-line campaign

Advertising of Slim-line—the benzocaine-containing chewing gum—is planned to begin at the end of February in all the major women's magazines.

Slim-line was launched last year (C&D September 27, 1980, p490) as a new concept in slimming—weight control through taste control. It is licensed as a pharmacy-only medicine. *Thompson Medical Co Ltd, PO Box 365, London SW1P 1AA.*

## On TV next week

Ajax cream cleanser:	All areas
Alka-Seltzer:	Ln, So, Sc
All Clear:	All areas
Anadin:	All areas
Askit Powders:	Sc
Beecham Powders:	All except M, WW
Beecham Powders mentholated:	M, WW
Chapstick:	Lc, Sc
Complan:	NE, Y
Colgate Dental Cream:	All areas
Clearasil Clearguard Cream:	Ln, M, Lc, Y, So, NE
Equalia:	A
Gibbs SR:	All areas
Gillette Slalom:	All areas
Haliborange:	Ln, Y, Sc, NE
Harmony hairspray:	All areas
Limmits Spray & Fry:	All areas
Little Healers:	Lc
Mentholyptus:	All except B
Night Nurse:	All areas
Palmolive soap:	
	Ln, M, WW, NE, Y, Sc, G, Lc
Sanatogen multivitamins:	All areas
Slender:	All except U, E, CI
Slimgard Hot Savoury:	Lc, M, Y, NE
Sucrets:	Sc, WW
Sunsilk:	All areas
TCP:	All areas
Veno's adult formula:	Sc
Vicks Medinite:	So, Sc, G
Vitaplus multi-vitamins:	M, Lc, Y, NE

£500,000

# We're putting our money where our mouth is.

You may have heard of Denivit Tooth-cream, you may not have.

But either way, you'll be hearing a lot about it over the next twelve months.

Because Denivit is unique.

Some toothpastes and powders are better at removing stains from teeth than others.

And the reason they're better is because they're more abrasive.

Acting like sandpaper on the smooth polished surfaces of teeth.

Well, being effective no longer means being harsh. New Denivit Toothcream was developed for KemaNobel by Swedish Dental Experts to be effective at removing the everyday stains caused by tea, coffee, wine or smoking, without being abrasive.

Instead, it uses gentle cleaning agents to make it more effective than ordinary toothpastes without doing

the damage to tooth enamel that most powders do.

And we will be telling millions of people exactly that by parting with £500,000 to buy national advertising on T.V. and in Women's Press.

But we didn't decide to go national without doing our homework.

We test marketed Denivit in Lancashire primarily through chemists, and sales of our toothcream exceeded our wildest expectations.

Our specially developed toothbrush and mouthwash didn't do badly either.

So when the man from Ernest Jackson comes to see you, remember that he has a wealth of experience in the chemist trade. And think of what

you might miss if you don't listen to him.

**Strong on stains. Kind to teeth.**





## THEIR LOSS

Slimmers across the country will soon be clamouring for this revolutionary new slimming idea from Farleys.

Lessen is a unique two-stage meal replacement diet that means slimmers can slim and stay slim.

It's the only replacement diet where they

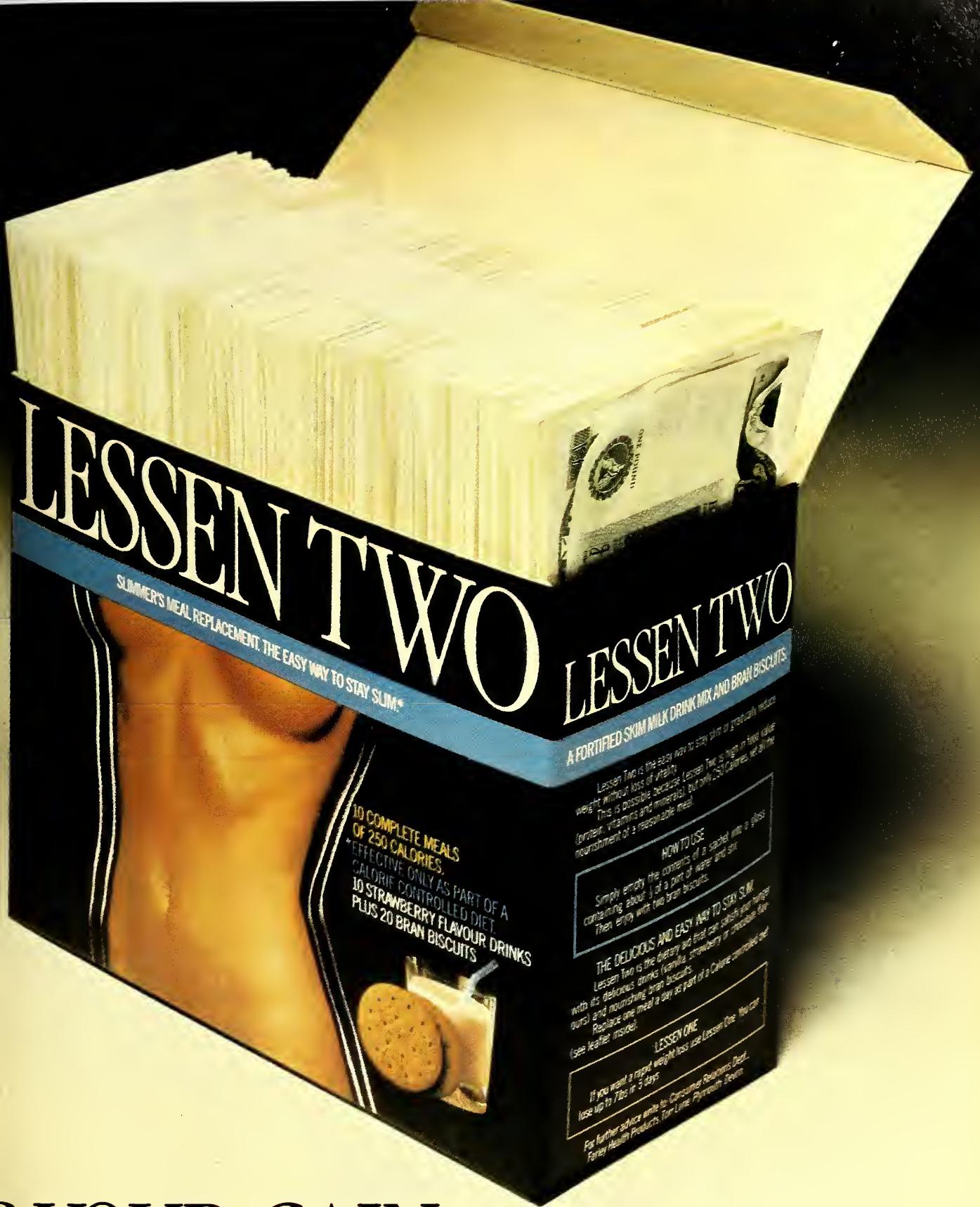
can enjoy a special drink as well as a nourishing bran biscuit.

They can lose up to 7lbs in 5 days\* with Lessen One.

You gain pounds.

Then with Lessen Two they can stay slim, enjoying a choice of three delicious drink

\*Effective only as part of a calorie controlled diet.



# YOUR GAIN.

flavours and two biscuits just once a day.

And your profits get fatter.

A whole feast of promotion starts in the new year with a really heavy-weight television advertising launch.

With lashings of press support in the slimming magazines.

Followed by generous helpings of trade deals, plump dumpbins, rich POS material and great dollops of incentive schemes for you and the slimmer.

Stock up with Lesser and you'll soon have to loosen your belt.

Because their loss will be your gain.

Initially available only in London, Midlands and Lancashire.

Headache · Toothache · Backache · Influenza · Period Pains

# Veganin

Pain Relief Tablets

## Now it speaks for itself

For many years Veganin has been the biggest selling pharmacy-only analgesic, widely prescribed by physicians, and well accepted by your customers.

Now, to help you and your staff, we've included five major indications prominently on the front of the pack to be read at the counter. Your customers too, will all see that Veganin is effective for the relief of headache, toothache, backache, influenza and period pains.

At the same time the unique formula based on three active ingredients has been modified to conform with the recent guidelines on analgesics. This modern balanced formula is worthy of your professional recommendation as well as a steady profit-winner. It speaks for itself.

**WARNER**  
part of the Warner-Lambert Group

**good products for you and your customers**

**Presentation:**

White tablets containing:

Paracetamol Ph. Eur. 250.00 mg Aspirin Ph. Eur. 250.00 mg Codeine Phosphate Ph. Eur.

6.80 mg

**Uses:**

VEGANIN\* provides analgesic and antipyretic properties. It is indicated in influenza and

other conditions which require an antipyretic and for all kind of mild to moderate pain, especially headache, dysmenorrhoea, rheumatism and toothache.

**Dosage:**

**Adults:** one or two tablets to be swallowed every 3 to 4 hours up to a maximum of 8 tablets in 24 hours.

**Children:** (6-12 years) ½ to 1 tablet to be swallowed every 4 hours up to a maximum of 4 tablets in 24 hours.

**Children under 6 years:** not recommended.

**Contra-indications:**

Hypersensitivity to any of the components. Not to be used by patients suffering from active peptic ulceration and haemophilia.

**Warnings:**

Not recommended to be used in pregnancy. The stated doses should not be exceeded.

**Package Quantities:**

Cartons containing 10, 20 and 50 tablets in opaque blisters. Price to pharmacy as at 12.80 of £·23, £·385, £·8225 respectively.

## Fragrance-free skin care range from Halls Hudnut

A new skin care range is being launched into the Southern television area. Light Touch comprises two gentle moisturisers (100ml, £2.05)—for normal to dry and normal to oily skins—a gentle cleanser (125ml, £1.50), gentle toner (125ml, £1.50) and gentle night mousse (100ml, £2.05).

The range has been formulated from products for sensitive skins developed by the company in the United States and is positioned in the middle-market sector of facial skin care.

Light Touch is fragrance-free, the company says, because most women prefer a product to suit sensitive skins and many associate perfumed products with skin problems.

Packaging comprises a floral design to reflect the natural theme and the target market is women of over 25, a group which Halls Hudnut identify as the main users of facial skin care products. Moisturisers, they say, are regularly used by over 70 per cent of women, whilst cleansers, toners and night creams are growing in terms of



consumer acceptance and usage.

"Throughout the development of the range, the natural image and light texture of the product have been at the forefront," says product manager Neil Wilkinson.

"Our consumer research evoked a very positive response to the range and indicated a strong repeat purchase factor."

Television advertising to support the launch will start in March and 29p trial offer pots of moisturiser will be made available, together with 25p off next purchase coupons, as well as in-store display material and consumer leaflets. *Halls Hudnut, Chestnut Ave, Eastleigh, Hants.*

## Up their sleeves

Oil of Ulay will be available in a gift sleeve designed for Mother's Day (March 29).

The gift sleeves will be supplied for Ulay Night Care and for the 250ml, 150ml and 75ml sizes of Oil of Ulay, all at standard prices. *Richardson Merrell Ltd, 20 Queensmere, Slough, Berkshire SL1 1YY.*

## Film and leaflets on dietary fibre

Reckitt & Colman have made a film entitled, "Can you eat it?", on the importance of fibre in the diet. Aimed at doctors and other health

professionals, the film stars Tim Brooke-Taylor and takes a light-hearted look at the problems involved in persuading patients to change their eating habits. It is available for free hire on 16mm film and Super 8 cassettes from representatives or direct from the company. Reckitt & Colman are also providing "High fibre advice sheets" for patients, explaining the need for fibre and giving the fibre content of some common foods. *Reckitt & Colman pharmaceutical division, Dansom Lane, Hull HU8 7DS.*



The new Energen dispenser which offers free consumer trial of Sweet'n Low sachets. The dispenser and Sweet'n Low packs are available through Sangers Agencies. *RHM Foods Ltd, 10 Victoria Road, London NW10 6NU.*

## Radian trade bonus and promotions

Radian products have the highest growth rate in the anti-rheumatic market, says the makers, and will be increasingly promoted in 1981.

The pre-Christmas Press campaign is being continued throughout the first quarter of the year, bringing the total spend to nearly £70,000. A trade bonus will be available throughout the same period, with 12 charged as 10 on six assorted cases of Radian-B liniment,



spray, and Radian massage cream, and 12 as nine on two gross minimum orders.

A new showcard featuring the anatomical man, with a free 100ml pack of Radian-B liniment in the centre, can be obtained from company representatives as can a learning brochure for assistants. This has information on rheumatic and muscular pain and is designed to help assistants answer customers' queries. A questionnaire is included with a small prize for correct completion. Copies are also available on written application to *Radiol Chemicals Ltd, Stepfield, Witham, Essex CM8 3AG.*

## Vetzyme shampoo

Three new shampoo types, protein, herbal and sulphur, and a creme rinse have been added to the Vetzyme range. The products are all available in four sizes 125ml, £0.81, 454ml £1.92, 1/2gal £6.37 and 1gal £11.40. *Phillips Yeast Products Ltd, Park Royal Road, London NW10 7JX.*

## Passing on your life's work

When you have built up a family business on your own, or you run a firm founded by your parents or grandparents, the last thing you want is to see it die. D. W. Lewis, assistant general manager Williams and Glyn's Bank Ltd, explains how to avoid such an eventuality.

Family businesses often have the justified reputation of being solid and dependable, offering a personal touch so often lacking in large companies. And, naturally, you would like to see that tradition continue. It is, after all, a way of passing on your life's work to someone who will continue to build on it as a security for future generations.

However, it has become increasingly difficult as legislative changes are introduced to know how best to go

about it. Obviously one of the problems you are going to face is, having retired in favour of a younger member of the family, are you going to have sufficient income to maintain your standard of living? Another, perhaps more serious question in the long term, is how you can minimise your liability to taxation—particularly to Capital Gains Tax and Capital Transfer Tax—which you or your successors are likely to incur.

Too many small business

proprietors, blissfully ignorant of the complicated tax snares into which they can fall, find out too late that long term planning and use of the many exemptions and allowances could have reduced their final tax bill. And, moreover, that steps could have been taken to enable them to cope with this tax bill and enjoy an income in retirement without unduly straining the resources of the family firm.

In any long term plan for handing over business assets, it is essential first to consider whether your business is constituted in the most profitable way. In other words, if it is unincorporated, would it be better when it comes to handing it on if it were a limited company? Or vice versa? Expert advice should be taken on this, but any decision will be based on a combination of tax and practical considerations. A few points worth bearing in mind are: it is usually easier to make gifts (qualifying for exemption from Capital Transfer Tax) of company shares than of interest in an unincorporated business.

## New MONOTRIM®

trimethoprim BP

### a single drug entity that is:

#### Singly effective in urinary tract infections

96% success in general practice;<sup>1</sup> at least as effective as co-trimoxazole,<sup>1,2,3,4,5</sup> ampicillin<sup>1</sup> and cephalexin<sup>1</sup>

#### Singly effective in respiratory tract infections

effective in 79% of patients.<sup>3</sup>

#### Singly acceptable

less toxicity, fewer side effects<sup>1,2,3,4,5</sup> than co-trimoxazole, ampicillin<sup>1</sup> and cephalexin<sup>1</sup>

#### Singly economical

a cost-saving presentation of trimethoprim.

##### Prescribing Information

**Presentation** White, flat, round tablets, scored and coded AE2, each containing 100 mg trimethoprim BP. Available in packs of 100 and 500. Basic NHS price: 100, £4.95, 500, £21.00. **Uses** Treatment of susceptible infections caused by trimethoprim-sensitive organisms including urinary tract and respiratory tract infections. **Dosage and Administration** Adults: Short-term treatment: 2 tablets twice daily for at least one week. The first dose can be doubled. Long-term therapy: 1 tablet at night. For children's dosage recommendations and for patients where there is reduced kidney function, reference should be made to the dosage schedule in the Data Sheet.

##### Contra-indications, Warnings, etc. Contra-indications:

Pregnancy, trimethoprim hypersensitivity, blood dyscrasias. Trimethoprim should not be administered to children under four months of age. **Precautions:** On prolonged treatment with

large doses there is a theoretical possibility of affecting human folic acid metabolism. It is therefore advisable to check the blood picture in patients on long-term treatment. **Side-effects:** Skin rashes, nausea and vomiting have been reported in rare instances. **Product Licence Number and Name and Address of Licence Holder** PL 4012/0001 A/S Gea Dk-2000 Copenhagen F Denmark

Further information is available from

Duphar Laboratories Limited

##### References:

1. *Brit. Med. J.* (1972) **2**, 673

2. *Curr. Ther. Res.* (1979) **25**, 202

3. *Lancet* (1980) **1**, 1270

4. *Ann. Clin. Res.* (1974) **6**, 285

5. *Cancer Chemotherapy* (1973) **19**, 314

\*A/S Gea, Denmark

A limited company has the advantage of limited liability, but a partnership offers possible scope for reducing tax liability by introducing a child or spouse; and if you do decide to go incorporated, you will incur Stamp Duty on transfer at the rate of 2 per cent on all assets (land, fixtures and fittings, goodwill, debtors, bank deposit accounts and other investments) which are incapable of passing by "manual delivery".

The first levy to consider if you are planning to retire is Capital Gains Tax. This is chargeable on gains accruing on the disposal of assets—disposal usually involves a change of ownership, and assets include nearly all forms of property (stocks, shares, land, buildings, unit trust holdings, and also goodwill). Transfers on death are specifically excluded from CGT, but this levy will concern a businessman throughout his lifetime whenever he sells, makes gifts or exchanges assets.

The scope of CGT is very wide indeed but there are numerous exemptions available. Firstly it is worth pointing out that, where net gains in any one tax year do not exceed £3,000 no tax is payable. However, always calculate losses as well as gains for each tax year because, if the overall net position produces a loss, this can be carried

forward every year until used to offset otherwise chargeable gains. Where the net gain does exceed £3,000, CGT is chargeable on the excess at a flat rate of 30 per cent.

Assets transferred by gift may be eligible for relief from CGT. For family businesses this is of the utmost importance, because it provides the opportunity for the *indefinite* deferment of CGT liability on successive transfers within a family. The tax will only become payable when the asset passes out of the family, ie is sold—in which case the seller should be in a position to pay whatever tax is incurred.

### Retirement relief

Furthermore, where an individual completes the disposal of the whole or part of a business, or of shares issued by a family company, the capital gain arising may be reduced by "retirement relief". The term is a little misleading, as the individual does not necessarily have to be retiring to be eligible. The condition is that he is over 60. However, it is usually necessary for the asset to have been owned for at least the previous ten years in order to obtain maximum relief, although a reduced relief is available for assets owned for a minimum of one year. The amount

of retirement relief is £10,000 for each year by which the age of the individual exceeds 60—up to a maximum of £50,000.

CGT need not be a problem for family businesses. Relief on gifts and retirement relief are just two of the allowances intended to mitigate its effect on the disposal or handing over of business assets, within a family. So, if you feel you may be entitled to them, or are unsure of your position regarding CGT, it is essential to seek expert advice.

Capital Transfer Tax may be payable on lifetime gifts made after March 26 1974, and on the value of a deceased person's estate but here again there are a number of exemptions and reliefs.

The important exemptions on lifetime gifts include: gifts of up to £250 to any number of individuals in any one year; normal expenditure out of income; gifts between husband and wife; gifts on marriage; gifts to charity, and other gifts provided they do not exceed £2,000 in any one year. In cases where the value of a lifetime gift exceeds the limit it may not incur liability immediately. This is because the first £50,000 of taxable transfers are taxed at 0 per cent. But once the cumulative total of non-exempt transfers exceeds this figure CTT becomes payable. If any part

*Continued overleaf*

New MONOTRIM®

a single, scientific answer to urinary and respiratory tract infections

of the £2,000 annual exemption is not fully used in any one year ending April 5, it may be carried forward for one year only.

It is technically possible by using the above exemptions for a family business proprietor to divest himself of virtually all his assets over a period of several years to avoid CTT entirely. In practical terms this is a little more difficult than it sounds. If most of your assets are in the form of cash investments then it is relatively easy to gift just the right amount each year to stay within the exemption laws—but most businessmen have their assets tied up in shares or property and it is often difficult to put an exact value on a gift.

## Married advantages

If you are married, the potential advantage of the current allowances are enormous. Transfers between husband and wife are exempt from CTT—but, a wife, provided of course she owns assets, can still give away in her own right £2,000 and any number of gifts to individuals of up to £250 each. So a married couple can enjoy double the exemptions that a single person has.

Not only is this "spouse exemption" useful in disposing of assets during lifetime—it is also invaluable in minimising liability on death. The first thought, particularly in view of the exemption, might be for a husband and wife to bequeath everything to the survivor. However, as our example shows, this is not the way to cut down your ultimate tax bill.

Consider the position of a husband who owns a family business, the value of which is £75,000. The matrimonial home (free of mortgage) is in joint names and valued at £45,000 while other assets jointly owned amount to £5,000. Both the husband and his wife have made wills, the combined effect being to leave everything to the survivor, then to the children on the survivor's death. CTT payable on the first death is nil, because of the spouse exemption. However, on the second death, when all the family assets pass to the children, property subject to CTT amounts to £125,000 (£75,000 + £45,000 + £5,000), and CTT payable thereon is £31,000.

However, now consider the position if this gentleman had organised his business rather differently. He could have made his wife an equal partner in the business (which, incidentally, would have been very useful had they wished to make any lifetime gifts). In

their wills, they could each have left their respective shares of the partnership direct to the children, rather than to each other. In this case the property subject to CTT on the first death would amount to £37,500 (ie half the business), but no CTT would be payable as this is within the £50,000 exemption. On the second death, when the remainder of the estate passes to the children, property subject to CTT would be £87,500 (£37,500 + £45,000 + £5,000) and this would incur a levy of £13,500.

The gifts on marriage exemption from CTT is also very useful for the family businessman, as on the marriage of his son or daughter he may make a gift of up to a limit of £5,000—or assets to the value thereof—and so, too, can his wife. They may also gift up to £2,500 each to any number of grandchildren on marriage. Thus, at a time when it is perhaps appropriate for a child or grandchild to become a partner or director in the family firm, there is scope for effecting this without incurring liability to CTT.

Regular gifts out of income are also exempt from CTT, provided normal living standards can be maintained without resort to capital. A popular way to use this exemption is for the donor to take out an insurance policy written on his life for the benefit of the recipient. These premiums are gifts, but are kept within the exemption, and on the donor's death the proceeds of the policy do not form part of his estate and are therefore outside the scope of CTT.

A further exemption of interest to family business proprietors is "business property relief". This applies in respect of lifetime or death transfers and can be up to 50 per cent for transfers or interest in an unincorporated business or controlling shareholding. But there are other important conditions to meet for this relief and again it is wise to seek professional advice if you think you may be eligible.

## Pitfalls

The CTT rules are, to say the least, extremely complicated and anyone seriously considering making a substantial lifetime gift or embarking on a long term scheme of avoidance should seek expert opinion. The exemptions outlined above can be used to your advantage, but they must be handled carefully.

For example many people make gifts ignorant of the fact that the measure of this gift will be assessed on the loss of value to their estate,

and not the benefit conferred on the recipient. These are two very different things. Take the example of a man who owns 55 per cent of a company and decides to give 10 per cent to his son. The measure of that gift reflects the loss of control from a 55 per cent to a 45 per cent holding.

It is impossible to enter into all the ramifications of handing over business assets, or hope to put forward a definitive plan which would work for everyone. No such formula exists. I can only raise a few general points and hint at some possible solutions to the many problems which you may encounter. In practice each case has to be assessed individually, and advised accordingly.

Where should you go to obtain this professional advice? If you have an accountant he will be able to help you. If not you may be surprised to discover the wealth of expert advice on which your bank manager is able to call. Experts in the bank network will have kept abreast of changes in legislation and will be able to keep you informed as to how they affect your business. In this way maximum use can be made of various tax exemptions and reliefs, and once this has been done and provision made—for example through suitable life assurance policies—it will enable you or your heirs to cope with and survive your final bill from the Inland Revenue. ■

## EQUIPMENT

A new range of Swiss designed containers for the medical and pharmaceutical industries has been launched in the UK. Stag Medipak can be used either for storage or as a transit pack for medical and pharmaceutical products and if a tamper proof pack is required the sliding lid can be locked on to the pack. It can be sterilised by almost every known method, including steam, ethylene oxide, and gamma radiation and produced in any colour for range identification and colour coding. The PVC lid can be printed with brand names and other data. Stag Plastics Estate, Feeder Road, Bristol, BS2 0UY. Ltd, Unit A, St Vincents Trading



# We'll give you a bigger bite of the action.

Slender Bars are a complete slimming meal replacement with a difference.

They give your customers something satisfying to get their teeth into.

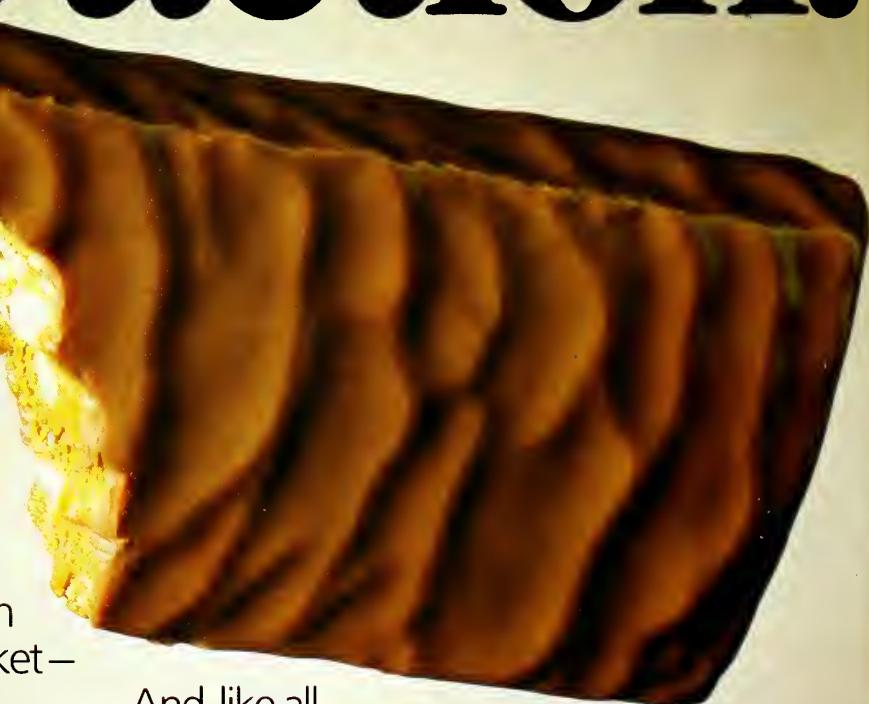
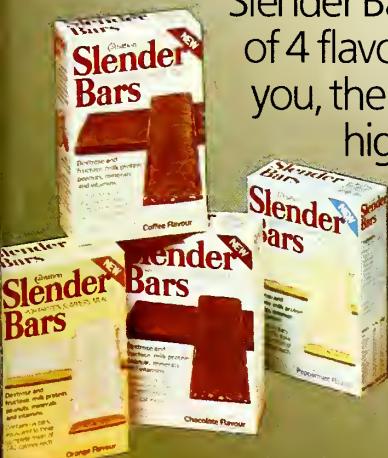
And that helps them stick to their diets.

The market needs a product like Slender Bars. It's been the most successful new product launch ever in the slimming meal replacement market – but that's not all.

The market actually increased overall in every test area where Slender Bars were being advertised.

Slender Bars have a range of 4 flavours. They offer you, the chemist, the

highest RSP cash margin of any slimming product.



And, like all Slender products they're available exclusively through the chemist trade.

From February, your customers will be seeing a full advertising support programme, featuring a new 30-second TV commercial.

Make sure they can see Slender Bars on your shelves, too. And cash in on the successful new product in the slimming market.

## New Slender Bars from Carnation. The diet you can get your teeth into.

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# The selling season

Now, brand leader\* Brut 33 offers even greater value for money.

Fantastic reductions on lotions and aftershave, in dozens or shrink-wrapped threes.

We hold your profit margins and increase your cash profits by increased sell-through.

Extensive national press campaign.

See your Fabergé salesman, local wholesaler or cash and carry trader for details.



\*Source AGB - Mens Toiletries Market £50 million at RSP. Brut 33 - 16% brand share.

Fabergé Inc., The Ridgeway, Iver, Bucks. Telephone: 0753-654666.



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# It kicks off now!

**'Nothing beats it.  
The great value of Brut 33.'**



**50P  
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PRICE £1.85  
OFFER PRICE  
**£1.35**



# Farley's are back on the box

By popular demand the Farley's Golden Discs of Goodness Show is back on TV in February and March.

In August we became Britain's second favourite commercial\* bopping to those block-busting, golden hits of the fifties—"Be-Bop-a-Lula" and "Chantilly Lace".

This time we're aiming for the number one spot. After all, Farley's Rusks are top of the charts with mums. And sales of Farley's Rusks are going to get even bigger since the stork is busier than ever these days.

And that's not all. Farley's are promoting us with 1 million, too. With this kind of money behind us, we're coming over big with 'the new mums'.

They'll be rocking in the aisles of stores up and down the country, clamouring for those Golden Discs of Goodness—Farley's Rusks. And we all know when young mums go shopping, it's great for business!

So get in the Farley's, and put them up front. 'Cos we really know how to move 'em.

For further information on current promotional activities ring Mr. Peter Taylor on Plymouth 701 621 Ext. 105.

\*TABS



# Good Golly Miss Molly!



## Time to buy your way out of recession?

**R**ETAILERS over the past 12 months have been bombarded by gloomy economic predictions, and current thought sees the recession bottoming out in mid-1981, but with no true recovery of consumer spending until 1983-4. What has been notably lacking is constructive thought on how to support flagging sales.

Having a refit is, of course, one way of fighting back and attempting to pull in more custom. Naturally there is a drawback—cash. (You may consider the ICFC-Unichem loan scheme, *C&D* last week.)

Nonetheless, 1980 does not seem to have dented the economic viability of pharmacy refitters overmuch and the National Pharmaceutical Association reports business as usual concerning inquiries for refits, and if anything, interest is more prevalent than in '79. Some 200 pharmacists a year contact them for details of their pharmacy planning scheme, about half of these going on to have plans drawn up,

with half again actually having their shop refitted—say some 60 to 70 a year just from NPA sources.

Obviously some proprietors have faith in the concept of buying oneself out of a recession and consider a re-vamped shop a cost effective investment. Supporting this, NPA has also noted a number of customers coming back for a second time. Having had a refit, some five to seven years ago, they are commissioning a second re-design to keep them one step ahead of the opposition.

We are, however, still faced with the problem of finding the cash. But found it must be, if tawdry premises are further depressing trade in an economic climate that is already doing a fair job of squeezing profit margins.

One answer may be a "mini-refit" or stage by stage approach, as one of our case studies shows. Whatever the decision, the "need to merchandise" has become increasingly apparent. ■

of two adjacent properties was too good to miss, and the area, which is rather mixed, seemed to offer potential. We could see an opening not just for a chemist, but to sell leathergoods, handbags and up-market cosmetics, hence the need to have one large shop".

In order to turn the two shops into one unit, the partners spent more than £15,000 just removing the dividing wall. This involved literally jacking up the building and inserting a 45ft RSJ with all re-inforcements to create an open-plan area of around 1,400 sq ft.

### Environment

Both pharmacist partners had a fairly distinct idea of the sort of environment they wanted to create, but they also consulted and worked alongside Storeplan Ltd, with whom they have been involved since 1972 concerning work carried out at their other shops. "We wanted to have a raised dispensary area at the far end of the shop, so that the manager had total vision of the entire area from one point. We also wanted to create a friendly atmosphere for all staff and the interior of the shop was virtually designed around these two initial needs" says Richard Lister.

Storeplan standard back panels and pelmets are used throughout the shop in a buff colour, matched to Amtico flooring. The area above the pelmets is used for storage and this, says Roy Hampton, eliminates the need for a space-wasting stock room.

*Continued overleaf*

## Lister Chemists prove two into one will go

With four chemist shops all within close radius of each other in the Middlesex and Buckinghamshire areas, Roy Hampton and Richard Lister, pharmacists and partners in Lister Chemists, decided to extend their borders into Hertfordshire. After

researching different locations, they chose two adjoining shops at 31-33 High Road, Bushey Heath—one a defunct toy shop, the other selling wool.

Recalls Roy Hampton: "We had to sell off the wool, but the availability

*Two shops were knocked into one to create Lister Chemists latest acquisition—£15,000 plus was spent just removing the dividing wall*



## Two into one will go

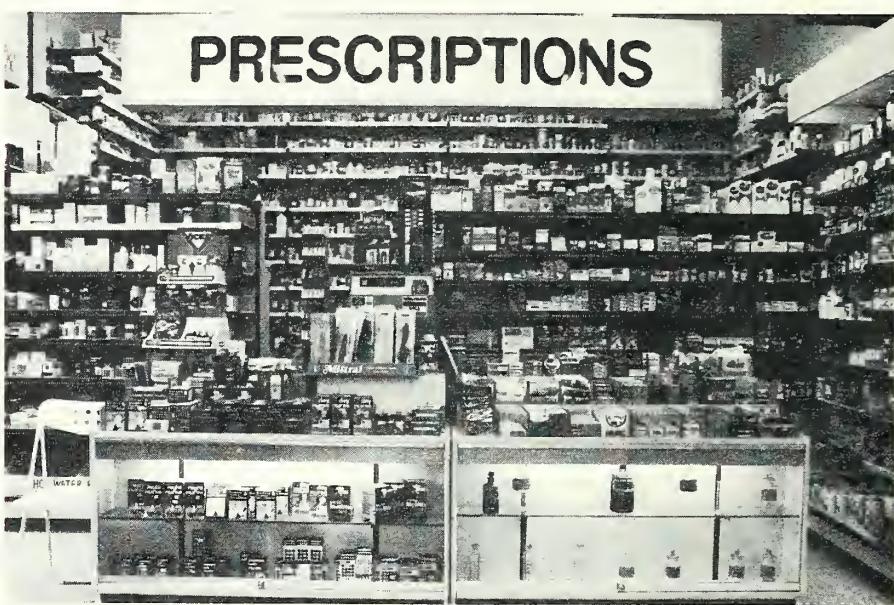
*Continued from previous page*

Set in the centre of the shop are two gondoliers, with mirror back panels and glass shelving surrounded by counters topped with glass binning and illuminated display frontages. "We find the mirror-backed panels provide a perfect backdrop to expensive cosmetics and leathergoods, and give the shop a look of luxury. The illuminated display cabinets give a general impression of light and brightness" comments Roy Hampton.

*The raised dispensary area at the far end of the shop, to give the manager "total vision of the entire area from one point." In front of the dispensary are shelves with general medicines and other non-proprietary drugs. The counters in the foreground feature a self-selection display, including health foods*

A men's section is featured to the left of the front door, followed by a display of bath products and talcs. At the far left corner of the shop are baby foods which, adds Richard Lister, was an ideal spot, since they

were outside the line of vision from the dispensary, and less likely pilferage items. In front of the dispensary are shelves where general medicines and other non-proprietary drugs are kept, together with a counter featuring a



# One new product launched to solve any teething problem

At Oral-B we'll be the first to admit that our new Dental Gel isn't the only product around that soothes sore gums.

It's the only one that carries our name, though. And to thousands of people that stands for a lot.

Oral-B are recognised as world leaders in dental care with our products being recommended by more dentists, more often than any other brand.

If you stock our toothbrushes, for example, you already know what that can mean to you in terms of sales.

### A crying need

The potential for new Dental Gel is enormous. As well as being perfect for problems such as mouth ulcers and dental abrasions it is ideal for infant teething. As there are around 700,000 babies born every year, each of which will cut 20 teeth, that's a vast market in itself.

### A product to match our reputation

At Oral-B we always produce the very best product for the job and Dental Gel is no exception.

It's clean and easy to use and adheres well to the mouth or gums, relieving pain and aiding healing. It's also pleasant tasting, disproving the theory that things have to taste bad before they do you good.

### Sold by word of mouth

As with our other products, personal recommendation alone will keep your sales assistants busy. But to launch new Dental Gel we're giving it a little extra help in the right places.

As well as advertising to health visitors, GPs and dentists, posters pointing out the benefits of Dental Gel will be appearing in dental surgeries and clinics throughout the country.

Nobody that matters is going to miss the launch of our new product. We hope that includes you

# SHOPFITTING

self-selection display including health foods.

The right hand side of the shop houses general household medical products, shampoos, dyes, hair sprays and leather goods.

The two aisles between the central counters and walls are used for movable stands displaying toilet bags, greetings cards, hair products and items such as sunglasses, which can be changed seasonably.

Both partners say they are delighted with the overall look of the shop: "Although we could have used cheaper fittings, we find that these units tend to last longer. All shops look good when they are first fitted, but it is important they continue to maintain this image, and our units give us this, plus the added benefit of their versatility" adds Roy Hampton.

Christmas sales were "very encouraging" and Roy Hampton and Richard Lister say they are already thinking about adding more shops to their growing chain. ■

*More Shopfitting on p208*



*The left side of the shop as you walk in the door. A mens section is followed by bath products and talcs, and in the far corner baby goods—an ideal spot says Richard Lester, as this is one place out of sight from the dispensary and they are less likely pilferage items*

# ...uch that won't have S.

# A WATERTIGHT THE ONLY ELAS WITH £2,000



# HT CASE FOR TICATED NAPPY OO SUPPORT.

New Paddi Cosifits – the elasticated All-in-one brand leader – drives forward in its development of totally new business in today's biggest growth market in Chemists.<sup>†</sup>

Unlike ordinary All-in-ones, New Paddi Cosifits has a very special advantage. It has elasticated legs for a leakproof fit. This advantage will be sold by the most comprehensive range of activity of any brand throughout 1981.

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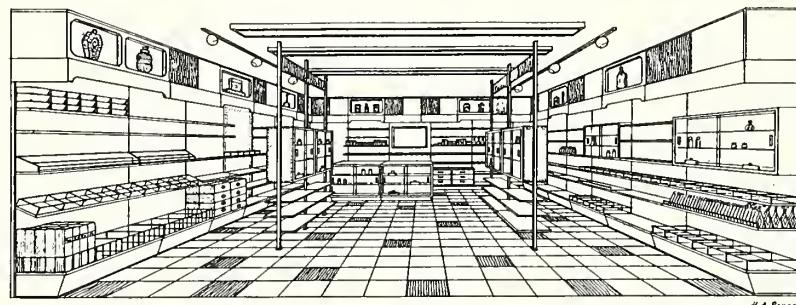
All of this is happening NOW.  
Face up your store with all three sizes of New Paddi Cosifits.



<sup>†</sup>"Disposable Nappies – Biggest Growth Market in U.K., 1980."  
Source: Independent Retail Audit.

## Starting from scratch with three bare walls

Setting up shop in a new development often poses problems not encountered when moving into established premises. Here we look at a Manchester development that began as an "empty shell".



Planning of the pharmacy began early in February, 1980, as the premises, being built by the City of Salford, were planned for completion in June of that year. The new unit was one of eight being constructed as a district shopping centre, adjacent to a new health centre, also in the course of construction.

The total area available for accommodating pharmacy and dispensary was 690sq ft. Otherwise the builders only made provision for a small office, toilets and staff room, with a ceiling height of approximately 8ft 4ins. There was no stockroom at all.

As the unit consisted of merely three bare walls it was obvious that a great deal of work would have to be done—electrical and plumbing installations, flooring, and a ceiling before any shopfitting could be done.

For these reasons it was decided by the proprietors—Mr C. Demby, MPS, and Mr T. H. Bladon, MPS—to call in a shopfitting consultant. They chose Mr H. A. Peyer, a local man, who waived consultancy and design fees as the shopfitting order was finally placed through him.

To overcome the storage problems, a design was drawn up that allowed for storage cupboards between the canopies of the wall units and the ceiling. However, still short of space the consultant suggested the conversion of the backyard into a storage room.

Subsequently, Mr Peyer on behalf of his clients, took up the matter with the architectural division of the City of Salford and after dealing with the plans and various applications, permission was obtained to build at the rear an adjoining stockroom some 13ft x 8ft 6ins.

After the basic plan was agreed, quotations from several shopfitting companies were obtained and finally the contract for the pharmacy equipment, dispensary fittings and shopfront—glazed with toughened glass panels for added security—was awarded to Drenmead Ltd of Luton.

A continental system has been used for the pharmacy, with wood-based shelving and glass and wire binning. The canopy fascias, showcase and counter ends as well as certain midshop components are finished in Macore wood veneer.

*Continued on p210*

*From visualisation drawing to finished product: The new Denby & Bladon pharmacy in Great Cheetham Street, Salford, Manchester. A total of 690sq ft was available.*

# There's never been a better time than now to modernise your shop

## Here's why:

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Fact; in most outlets we've modernised, turnover has gone up by a *minimum* of 25%. But the profit on an increased turnover of only 5% is enough to pay for your refit in three years. So every per cent over the five in increased profit is yours to do what you like with. And with leasing, lease purchase or hire purchase it can be even easier.

Send me the facts.  
I want to get things moving.

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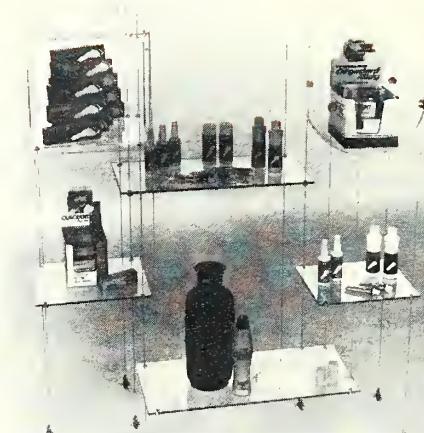
## Starting from scratch

Continued from p208

Lighting and heating—the latter by electric fan heating units, recessed into the plinth sections of wall units, plus warm air screen units above the doors—flooring, ceiling treatment, plumbing, decorating and pannelling in the office area etc, were carried out by local contractors.

Mr Demby and Mr Bladon previously operated a pharmacy directly opposite the new development, but found that it never fully capitalised on its main road site due to lack of space. As such they were determined that their new shop would be "attractive and pleasant and afford an opportunity to widen the range of stock". Emphasis was also placed on an adequate dispensary area, which would be required to cope with the ultimate increase in dispensing expected to materialise when the health centre opened.

Are they happy with the result? Apparently so: "We now have a most attractive pharmacy, which has drawn favourable and admiring comment from customers, representatives, doctors and fellow pharmacists". They report that both counter and dispensary turnover are doing well—better than they anticipated—and evidently feel that in their case it was well worth while engaging a consultant: "He relieved us of the problem of dealing with many contractors and all the attendant negotiations and discussions. The end result was a first class job done at reasonable cost with a minimum of trouble. Who can ask for more?" ■



A "totally new concept" in window display has been launched by *Fairfield Displays*. Cables are fixed tightly between floor, ceiling, and shelves and display panels and other accessories can be attached "giving the impression that the products are floating in mid-air." *Fairfield Displays*, 1 Form View, Pateley, Camberley, Surrey GU17 7HU

## Swedish signs

Recently introduced to the UK is a Swedish designed sign system which claims to be the most "flexible, economic and total sign system ever devised."

The system consists of lettering, stripes and corners (for windows and in-store), stock signs and backing panels and a "sky profile" suspension system for hanging signs. *System-Text, Ltd*, 129 King Street, Hammersmith, London W6 9JG. ■

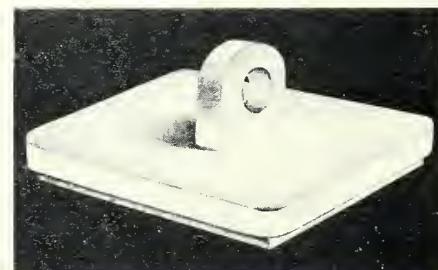
Below, the Denby & Bladon dispensary, planned to cope with an increase in dispensing expected to materialise when a nearby health centre opens

## 'Easily assembled' dispensary

*Uniplan* are a company that concentrate solely on dispensary fittings for pharmacy. The units are standardised, but can be adapted by the company for end of runs and specialised fittings. They say the units are easily assembled and, if required, may be fitted by local labour.

All units are backed, covering the walls, and manufactured so that shelves are faced in melamine, with a 1" adjustment. Working surfaces are finished in plastic laminate.

*Uniplan* also offer a free planning service with finance facilities "easily available." *Uniplan, Dispensary Fittings*, 42 New Broad Street, London EC2M 1QY. ■



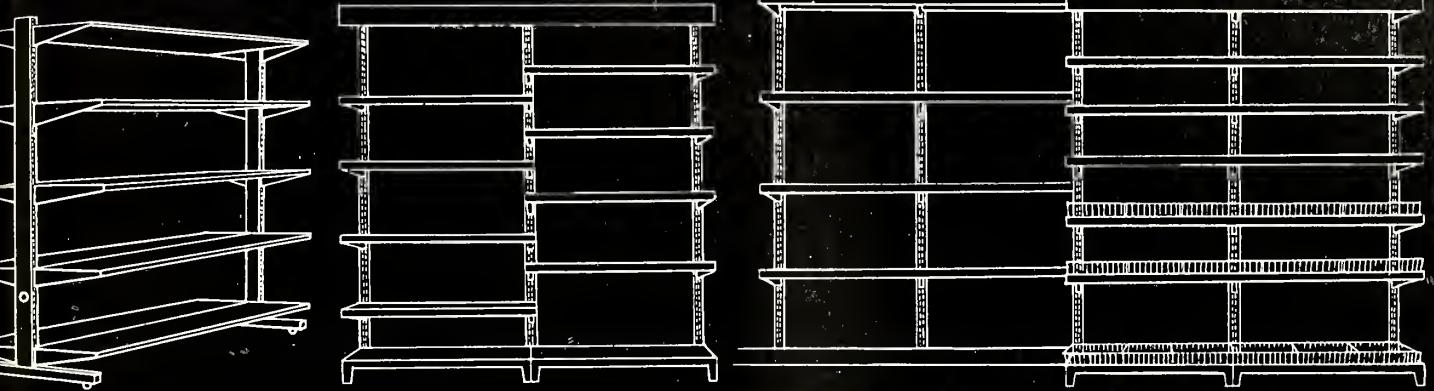
*Hallons* call skyhooks "the revolutionary new way" to suspend signs, decorations etc. Consisting of a 1×1in nylon base, integral moulded suspension ring and self-adhesive foam pad, skyhooks have now been reduced in price due to the automation of the manufacturing process. Prices range from £6.95 for 100 with reductions as the volume increases. Double size hooks start at £6.95 for 50. *Hallons Ltd*, Perry Road, Harlow, Essex CM18 7PW. ■

More Shopfitting on p212

**interplan system 80 plus.**

continental style shopfittings designed for today's Pharmacy plus full service - complete installations  
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**CUT THE COUPON**

Modernise with **Magnum** and increase your turnover! By following a planned approach to your refit, you will gain **NEW CUSTOMERS AND SELL MORE TO EXISTING ONES**. **Magnum Opus** have produced a new generation of shopfitting equipment, specifically designed for environmental selling techniques, using the best in up to date materials and mix and match colour schemes.

Our Salesmen are highly qualified, and with their experience to draw from, will advise on the best way to layout your shop in order to achieve maximum sales. Need we say more — send in the coupon today and we will do the rest.

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**Shopfittings**

## Do you have to go the whole hog...?

To some pharmacists a refit means total disorganisation, a lot of initial capital outlay and a consequent—if short term—loss of sales, but need this be the case? A “stage-by-stage” approach or a “bridging” refit may be the answer.

One exponent of the “mini-refit” is Fred Moore, managing director of Olney Brothers. In the course of his business he sees retailers having had their refit, and achieving their initial object of increased turnover, “leaving it at that”.

However, he believes a constant eye should be kept on your shop—on the general condition of equipment and: “The clutter that has been added in recent years, particularly by squeezing in dump bins and manufacturer’s stands that destroy the original concept”. Comparison with original drawings and what is now apparent is also a useful exercise: “In almost every instance the present would hardly compare”.

Once the “original concept” has been reinstated, adaptations to this can be considered. Fred Moore says shopfitting systems have become more adaptable over the years, with extra components being available to add to existing systems—or adapted for an obsolete one: “Changes can include the addition of colourful components, colour keyed to a new floor covering and the introduction of mid-shop units or “shop in shop” units to replace gondolas or manufacturer’s stands. (Such alteration was carried out for the president of the Pharmaceutical Society, Mr David Sharpe—*C&D* September 20, p442—as part of an extensive refit.) The shop in shop units create an entirely new image while clearing floor clutter and adding extra display area, therefore creating good customer flow.

“Decor and lighting changes can do a similar job. With a suitable selection of new ceiling materials and

new lighting arrangements the atmosphere can be totally transformed”.

An approach to a total refit that is neither immediately expensive nor upsetting to trade is the “stage by stage” method.

This was the practical solution embarked on six years ago by pharmacist Malcolm Gourlay, who two years previously, had taken over Leadbitter & Sons Ltd in Blandford Street, Sunderland, a family chemist’s business established in 1827. His sales had become threatened by the “cut price tactics of local rivals”, and his premises were old fashioned with jumbled layout, inaccessible merchandise and an out-of-date image.

Among the firms he called in to appraise the situation were Glasgow based retail consultants and shopfitters, Dollar Rae. Working within the limits of the amount of capital Mr Gourlay was willing to invest in the project, they proposed that the ground-floor interior should be redesigned and refitted. In carrying out the resulting contract, they enlarged the unit at the rear by halving the dispensary size. Within months, a “highly delighted” Mr Gourlay was glad to report a substantial sales increase.

### Sales plateau

Several years later Leadbitters seemed to have reached a maximum sales plateau. But Malcolm Gourlay was convinced that he could exceed it, and again turned to Dollar Rae for help. This led to the next stage of development—on the shop’s exterior.

A new fascia was proposed to give the business a new identity. Neon signs were erected on a gold canopy, while walls were repainted in different colours—turnover increased again, and a useful side effect was that it led to other traders in the same pedestrian precinct upgrading the exteriors of their premises, thus creating an even bigger stimulus to customer traffic.

During the 18 months that followed—a period in which the economic recession had bitten more deeply—Mr Gourlay began, as he put it, to “seriously exercise my business acumen”.

Discussions with the shopfitters had emphasised that every possible square foot of retail space should earn its keep in sales terms. Aware that his first floor storage space was underused, he decided to capitalise on it by converting it to a new department. And so came the third stage of his shop investment programme.

The nature of his new department was influenced by his experience of retailing gifts in a small ground-floor section devoted to cosmetic-related merchandise like compacts, and larger items such as handbags. Again Dollar Rae evaluated the upper floor area, and their first move was to install a new staircase. They then reduced storage to a much smaller area by redesigning the rack system used and this left 500sq ft available for the new gift department.

A basic requirement of the design was to draw potential customers upstairs. To make them aware that there was something different and attractive there, the gift department’s carpet and wallcoverings were carried downstairs as a link with the ground floor.

Secondly, two signs were designed for conspicuous display. One was in mirror perspex with the words “Gifts, Gifts, Gifts”, situated in the window. The other, simply saying “Gifts” with an arrow-head pointing upstairs, was placed immediately to the right of the partly hidden stairway entrance.

The design of the gift floor, while maintaining and reinforcing the corporate identity of the pharmacy,

### H. A. Peyser

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# SHOPFITTING

established that the department was "something different". The same blues and greens were employed as in the colour scheme downstairs, but with different fabrics and wallcoverings.

Mr Gourlay, though carrying a far wider range of merchandise than before, was forced to be highly selective so as to avoid duplication with neighbouring shops, including a medium-to-upmarket jewellers and a gift shop specialising in toys.

At his shopfitter's recommendation, Mr Gourlay decided to ally his merchandise closely to the cosmetics and perfumes already on sale on the ground floor. The range of gifts chosen therefore had a highly feminine appeal. These varied from expensive items like handbags and compacts to a lower price range covering perfume atomisers, decorative mirrors, scarves, costume jewellery, quality gift soap

packs, umbrellas, pot pourri, and so on.

The total development of Leadbitters has been spread over six years, but, though long by some standards, for Mr Gourlay it has been a period of expansion in which he has developed his retail environment cautiously in line with his available investment capital. The latest stage has converted unproductive storage space into an integral as well as profitable part of his sales operation, reducing the cost burden of an ineffective section of his premises. What is more, he says turnover has increased by some 40 per cent: "By giving my customers an alternative to perfume gift sets I have maintained and improved my business."

Indeed, each stage he says has been followed by significant rises in the shop's turnover, surpassing the figures projected each time. ■



A corner of Leadbitters gift department—"an alternative to perfume gift sets"

## Old hand behind young company

Although a relatively new company to the shopfitting field, Cambravale Ltd have a "traditional" background in the form of David Olney, one of the founders of Olney Brothers Ltd, which continues as a successful company.

After a few years out of the business in the UK, David Olney formed Cambravale some 18 months ago and is so far "extremely pleased" with business. A large part of production is aimed at chemist shops—the "upmarket end"—and he claims a different approach to manufacture in that production is by furniture making methods rather than "building techniques."

Under the Luxline brand, Cambravale produce "interchangeable, free-standing, modular units" which

come in three sizes. Because of the method of manufacture, "specials" are also said to be no problem.

To complement the fittings, a general building service is also available so that, a complete refit can be carried out by the company. *Cambravale Ltd, 8 Commerce Way, Leighton Buzzard, Beds.* ■

## Thirty years on

Salesmaster—Roe Shopfittings Ltd—claim "one of the largest standard ranges of colours and finishes available today" and nearly 30 years of involvement with pharmacy fitting.

The company designs, manufactures, installs and finances its own fittings and boasts a "nation-wide team of consultants" who offer a free planning and advisory service. *Roe Shopfittings Ltd, Regent House, Dock Road, Birkenhead, Merseyside.* ■

## New generation from Magnum Opus

Magnum Opus have recently introduced a "new generation" of shopfitting equipment which they say has been specifically designed for the pharmaceutical business.

The new generation system is described as "very flexible", allowing retailers to re-layout merchandise or re-organise displays to promote special lines "with ease". It is available in a variety of mix and match colour schemes and claimed to be competitively priced.

Magnum Opus say they are also able to arrange "very advantageous finance terms" to meet individual requirements, and have "helped many retailers achieve quite staggering increases in turnover". *Magnum Opus, The Maltings, Southminster, Essex.* ■

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97

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100

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104

# Can you think of an easier way to take a child's temperature?



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Seeing is believing.**

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**The New Fever Scan Forehead Thermometer**  
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Mothers have always had problems taking their child's temperature. But now, all they need to do is press Fever Scan gently against the forehead. In 15 seconds their child's temperature is displayed clearly and accurately. Without any discomfort and without any danger.



**Fever Scan.  
The forehead thermometer.**

# LETTERS

## Rural inactivity—by whom?

I know only too well Alan Pepler's problems (*C&D* last week) and my battle against dispensing doctors is, of course, against those who break agreements and who are content to allow issuing, labelling (and lack of same in many instances) with no supervision. This will continue until rural pharmacists in particular and general practitioner pharmacists as a whole, realise that there are two standards of dispensing acceptable to the Minister for Health, the lower standard being more lucrative than the qualified professional standard.

It will accomplish little by writing the odd letter to the pharmaceutical Press: what is needed is a response by rural pharmacists about infringements in their areas.

I know that pharmacists have complained to me from the Devonshire and Somerset areas; we all can see what is going on at Tenterden in Kent, and Tetbury is another example. So there can be little doubt that the problem is universal—why the thunderous silence?

Why should any GP be dispensing within the one mile limit? Why should any GP be dispensing for patients outside the mile limit if he hasn't procured a signature of consent? Why are pharmacists inspected on their professional activities yet GPs get away with doing things for which pharmacists in registered premises would be heavily penalised?

I'll tell you why—because of the

rural inactivity of the rural pharmacist who will not get up and be counted, and because the general practice pharmacist thinks it is not his problem.

It is time the Pharmaceutical Society and the PSNC and everyone who has the well-being of the profession of pharmacy at heart, realised that doctors have no shame in acquiring any part of the activities of the pharmaceutical profession providing it is lucrative enough. There is a need for the dispensing doctor in areas deep in the country: there is no such need where surgery and pharmacy are in close or relatively close proximity.

I ask all rural pharmacists to study the following:—

**National Health Act 1977. Section 43(2):** No arrangements for the dispensing of medicines shall be made (except as may be provided by regulations) with persons other than persons who are registered pharmacists, or are persons lawfully conducting a retail pharmacy business in accordance with section 69 of the Medicines Act 1968 and who undertake that all medicines supplied by them under the arrangements made under this Part of the Act shall be dispensed either by or under the direct supervision of a registered pharmacist.

**NHS (General Medical and Pharmaceutical Services) Regulations 1974:** Arrangements for supply by doctors of drugs and appliances 30. (1) A person who—  
(a) satisfies the committee that he would have serious difficulty in obtaining any necessary drugs or appliances from a chemist by reason of distance or inadequacy of means of communication, or  
(b) is resident in an area which in the Committee's opinion is rural in character, at a distance of more than one mile from the premises of any chemist, may at any time request the doctor on whose list he is included to supply him with drugs and appliances.  
(2) (a) If the doctor so requested indicates willingness to supply drugs and appliances, the Committee shall arrange with him to do so.  
(b) If the doctor so requested does not indicate willingness to supply drugs and appliances, the Committee may require him to undertake such supply: Provided that the Committee shall not require him to do so if he satisfies it or, on appeal, the Secretary of State that he does not normally supply drugs to his patients, or in the case of a person to whom

paragraph (1) (b) of this regulation applies, that the person can with reasonable facility obtain drugs and appliances from a chemist.

Having digested this, perhaps those who feel that grounds for change exist may like to contact me, either by simply expressing support or better still by giving me their opinions of what is taking place in their "patch" and stating what needs to be done.

A "thunderous silence" will only mean that the pharmacy profession is willing to be trampled on and hasn't the will to save itself.

There is too much discrimination in favour of the doctor, and it is time to do something to redress this balance and if necessary appeal to the European Court against discrimination if we fail to get any response in Britain.

**John Davies**

8 High Street,  
Wiveliscombe, Somerset

## Activity—by PSNC

Your correspondent "Country Cousin" complains in his letter of the lack of activity by the PSNC on the problem of dispensing doctors. As a pharmacist working in the country surrounded by dispensing doctors and also as deputy chairman of the PSNC, I can assure my "Country Cousin" that a charge of inactivity is wide of the mark.

Your correspondent asks why FPCs are not required to check bundles to ensure that doctors have not dispensed for patients on their prescribing lists. The answer is that FPCs are obliged to ensure that payments to doctors are only made within the regulations—many FPCs do carry out these random checks and if my "Country Cousin" believes that his FPC is failing to comply with the regulations, first contact his LPC (preferably with evidence) and if that fails, contact the PSNC.

The PSNC can act most effectively  
*Continued overleaf*

## Ask for Reactolite Rapide by name...

### ...before your customers do.

1981

Retailers reported that in 1980 Reactolite Rapide lenses were the one bright spot in an otherwise difficult sunglass season.

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# Letters

Continued from p215

if contractors furnish them with the information, and certainly over the last year in many countries, new procedures have been brought in which have gone a long way to overcome mis-application of regulations.

As regards a testing scheme—yes the PSNC has pressed and continues to press the DHSS to treat the doctors the same way as the pharmacists.

The Clothier legislation is on its way—it has taken a long while, I acknowledge, yet Parliamentary Bills and regulations don't just come overnight. The PSNC and PSGB together must ensure that thorough scrutiny is given to every clause and aspect of the legislation. PSNC policy remains to make a proper pharmaceutical service available to everybody—certainly part-time pharmacies (and collection and delivery services) have a place in achieving this and other forms, including possibly mobile pharmacies, are not ruled out.

The gentleman's agreement has worked well—despite one or two glaring examples of failure. For the future legislation will ensure that sudden changes do not arbitrarily occur—for our part now we have always to be alert to see that the patient is getting the best possible service that we can give and that FPCs are correctly administrating regulations.

**D. L. Coleman**  
Stalham, Norfolk

## CDs from police?

I have just had my third break-in, the target being the Controlled Drug cabinet. Any pharmacy owner will know the distress, inconvenience and annoyance caused by burglary, plus of course the insurance forms, stock-loss, insurance investigators and resulting increased premiums. The mess and aftermath is sickening and infuriating.

There is an alarming increased number of armed robberies on pharmacies—last year in the USA over 100 pharmacists were killed. Let us put an end to all this; the solution is simple, and every police officer I have discussed this with, from constable to inspector, agrees with me.

The answer to the problem is to have all Controlled Drugs dispensed from a dispensary set up in the largest police station of each main area throughout the country—these dispensaries of course to be supervised by pharmacists. The public would have to be informed of this

through all the news media.

The advantages would be:

- With the main bait removed from pharmacies there must be a drastic reduction in burglaries.
- The premium for insurance against a burglary must be much lower.
- The burden of police work following pharmacy burglaries would be greatly lessened and ease a large weight off an overworked police force.
- There would be extra employment for pharmacists, possibly supplying a 24-hour service in each police dispensary.
- The people using the Controlled Drug dispensary would be under the observation of the police.
- There would be less drug abuse with fewer drugs available on the black market.

In conclusion, I deeply believe that this should be made law, and I would hope that all other countries would follow our example.

**B. Holding**  
Warrington

## POS computers: a progress report

In view of the ever-increasing interest and activity on the pharmacy computer front, I thought your readers may be interested in my continued quest for the ideal system. Since *C&D* published the article on my pharmacy in May 1980, a great deal has happened, some good and some bad.

As a result of the publicity I was invited to attend the meeting called by ICML to discuss the setting up of a common computer code for pharmacy. I was elected onto the PIP code working party as an independent, though I was grateful for the joint sponsorship offered by ICML and NPA. However, at only the second meeting, I had become commercially involved in systems and of course declared this to the chairman.

Since no other members of the working party represented computer organisations, I was totally prepared to accept that another person from independent pharmacy would be nominated to take my place. My only regret is that I miss the stimulation which I obtained, albeit briefly. I totally support the aims of the working party and wish it every success.

The commercial interest, to which I referred above, was that I joined Independent Retail Computer Systems Ltd. It had become obvious that my own system had broken down totally at the bureau end and

I felt that I had to start again.

At about the same time notional pricing came in and I realised that loyalty had to give way to profit and efficiency.

I considered the possibility of resurrecting my system if it could be linked with Unichem's PRIDE, but when I made an approach they felt that they could not offer me a service as my pharmacy was not well situated geographically.

However, the seed of an idea was sown in my mind and it germinated in the Emerald Isle when I was privileged to address the Irish Pharmaceutical Congress during their computer session. Not only did my wife and I thoroughly enjoy the Irish hospitality, but the exchange of ideas was most stimulating for me, especially as Irish pharmacy has a slightly different bias from UK pharmacy.

The warmth for germination was provided by my own impatience at waiting for something to happen and I re-evaluated my criteria for a system. My feelings towards dispensary systems were becoming much warmer but I still felt the need for POS to justify the expense. However, a few phone calls convinced me that it is now possible to link the two systems on a microcomputer. Not only this, but the probable cost came as a pleasant surprise.

I now feel that with the benefit of my bureau processing days behind me, I will be able to make good use of the extra flexibility this system will give me. This flexibility will come from being able to process at the times most convenient to my business whilst running the dispensary side in "real time". This latter element is of course only possible through a bureau at a cost which would lead to early bankruptcy.

Furthermore, because the computer will convert codes from the cash register into its own working code and also into the PIP code when it arrives, we will be able to make use of very short velocity codes with price look-up and preset facilities. This will of course speed up customer flow at the till.

I should have some useful results by the spring and will be pleased to give a progress report. Furthermore, with all the interest being shown in systems development I would not be surprised to see the cost of computing in real terms with respect to cash flow brought within the reach of even more pharmacies.

**R. M. King**  
Hedon, Hull

## Chemical exports hold up—but at a cost

The latest figures on the UK chemical industry's trade for 1980 are "a sugar-coated pill" covering seriously eroded profit margins in export business, says Mr Martin Trowbridge, director general of the Chemical Industries Association.

On the surface, chemical exports held up reasonably well in view of the adverse factors affecting trade in 1980. Exports are estimated to have risen by nearly 8 per cent in value, while volume was held to within 5 per cent of 1979's average. However, in many cases exports were maintained only to preserve a position in the market.

By comparison the domestic recession in manufacturing industry and in home demand for chemicals produced a very sharp cutback in chemical imports—estimated to be around 7 per cent by value and 14 per cent in volume. The relative movements of export and import volumes, together with the continued

improvement in the terms of trade, meant that the industry earned a record net export surplus of just over £2,100 million—representing 55 per cent of the surplus earned by manufacturing industry as a whole, and some 42 per cent on the previous year.

Commenting on these figures Mr Trowbridge says: "They are a sugar-coated pill: outside, the increased favourable trade balance looks good and certainly reflects well on those who have struggled successfully against competitors in the international marketplace. However, the bitter core is that much of the business has been bought at a minimum profit or even at a loss, arising from high UK energy prices and the artificially bloated petro-pound."

Mr Trowbridge adds, "Each month it gets tougher to hold on to our market share. Let's hope that Government wakes up to the fact before it's too late." ■

## Advice for small businesses

The Department of Industry has published six advisory booklets for small firms and those thinking about setting up their own business.

The six new booklets in the Small Firms Series are: "Setting up a New Business"; "How to Start Exporting"; "Elements of Bookkeeping"; "Management Accounting"; "Tendering for Government Contracts"; and "Microprocessors and the Small Business".

All are available from local small firms' centres, or in Northern Ireland, from the Department of Commerce, Chichester House, 64 Chichester Street, Belfast BT1 4JX. ■

The winners of May & Baker's Tixylix competition for pharmacists were recently presented with their prize air tickets by Mr Ron Salmon, Editor of *C&D*, at a celebration luncheon in London. In the left-hand picture are Mr and Mrs James A. Abbott, Sunderland, with M&B representative Stuart Brain. The right-hand picture shows Mr and Mrs M. F. Poonja, Bournemouth, with representative Nigel White. Both winners received tickets for two for a week's holiday in Washington DC in cherryblossom time this spring. Each prize also includes £150 spending money



## Ask for Reactolite Rapide by name... ...before your customers do.

# 41%

Recent research shows that more people than ever before are now aware of Reactolite Rapide photochromic lenses. 41%\* of people in the UK now recognise the Reactolite Rapide name, and that's twice as many as its nearest rival.

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\*Figures quoted are from prompted research by SRA Limited, a subsidiary of National Opinion Polls Limited.

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## Training Bill seeks employers' levy

The Employment and Training Bill, published last week, enables an industrial training board to finance its operating expenses by a levy on employers and to use money which it already has for these expenses.

The Employment Secretary would be able to set up, abolish or change the scope of an industrial training board without a Manpower Services Commission recommendation. The Bill, which amends the Industrial Training Act 1964, widens the scope for exemption of an employer from a levy so that the criteria need not relate solely to the training needs of particular establishments. The criteria might, for example, be related to the training needs of the industry as a whole for a particular occupation. Establishments in enterprise zones would be exempt from levy. ■

## Counterfeit help

The recently-formed Anti Counterfeiting Group now has details of counterfeiting problems that

members have encountered in over 20 countries. The group is building up a list of lawyers and investigation services as well as information on the legal systems applicable in the affected areas.

ACG believes that counterfeiting is part of a "worldwide epidemic of faked products" which costs manufacturers over £50 million a year, causes loss of UK jobs and sometimes presents risks to consumer safety.

A council drawn from the 21 member companies runs the group. Details from Anthea Worsdall, secretary ACG, c/o Quillthorn Ltd, 59 Woodside Road, Amersham, Bucks. ■

## Profit cut for H & W

The chemicals division of Hickson & Welsh (Holdings) Ltd has suffered a profit cut of some 50 per cent. For the year ending September 30 profit from chemical operations fell to £2.6 million against £4.9m in 1979.

The company says problems arose almost entirely in the second half of the period when sales fell to 75 per cent of that in the six months to March and a trading loss occurred.

James Robinson & Co Ltd—largely dealing in dyestuffs to the textile industries—had an "extremely difficult year." The trend in William Blythe &

Co Ltd—specialists in inorganic chemicals—was more favourable and profitability improved, despite a 17 per cent sales drop. Michael Uttley Ltd—a small resale chemical subsidiary—gained a 44 per cent increase in profit.

No sign of improvement for the sector as a whole is seen as yet. For the group, pre-tax profit fell 15 per cent to £6.9m on a turnover of £93.3m. ■

## Howe turns down retailers' request

A request from the Retail Consortium for a meeting with the Chancellor of the Exchequer, Sir Geoffrey Howe, has been turned down.

The Consortium first contacted the Chancellor in early December when they sent a letter requesting Sir Geoffrey to receive a deputation from the Consortium, and enclosed a memorandum on the effect of the current economic conditions on retailers.

In his reply of January 13, the Chancellor said that while he recognised the "vital role in the economy" the retail trade plays: "I very much regret that at this stage I see no prospect that we will be able to find time to meet a deputation from

## When the Ben Nevis mountain rescue team swings into action, Blisteze looks after their lips.

Conditions can be atrocious on the top of Ben Nevis. And if they have a cold sore or cracked lips, the bitter cold and biting winds can really make the team's lips smart.

That's why they insist on Blisteze.

They know that nothing provides more effective relief for sore lips and cold sores than gentle, medicated Blisteze cream.

If it looks after the team's lips, Blisteze will certainly look after your customer's.



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For cold sores  
and sore lips.

## Advertisement Materials

We should like to draw the attention of advertisers to paragraph 4 of the Conditions of Acceptance of Orders, which states:

**'PRINTING MATERIAL WILL BE RETAINED for a period of twelve months following publication after which they will be destroyed, unless their return has previously been requested by the advertiser or his agents'.**

We regret that problems of storage compel us to implement this rule more rigidly than in the past and we wish to give notice that all materials used November 1979 will be destroyed unless we receive instructions by February 21, 1981 to return them to the advertiser or agent.

the Retail Consortium". He continued: "However, I should be grateful if you would assure your members that I have taken very careful note of the comments and proposals made in the memorandum attached to your letter".

Last week a further letter was sent to Sir Geoffrey expressing disappointment that he was unable to see a delegation and reiterating the request for a meeting. ■

## Briefly

■ **Chesbrough Ponds Ltd** and **Prince Matchabelli**, sales and administrative departments have moved to PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX; telephone (07535) 57191.

■ **Konishirotku UK** have moved to Konishirotku House, 150 Hampton Road West, Feltham, Middlesex TW13 6BH. Telephone is unchanged: 01-751 6121.

## APPOINTMENTS

## NPA develops its training role

The National Pharmaceutical Association has appointed Mrs M. A. Benson to the newly-created post of training development officer.

Over the past ten years, Mrs Benson has had experience in personnel and training with a number of major retailers, including ASDA. Before that she held similar appointments with the Ministry of Defence, ICI, and Lonrho Textiles.

As one of her top priorities Mrs Benson will be making contact with NPA members in many parts of the UK to assess their training requirements. This will be a first step towards devising a series of training programmes in conjunction with the Distributive Industry Training Board, which is providing substantial grant-aid towards the project.

■ **Vestrie Ltd**: Mr John Kerry is appointed marketing manager, "following a re-organisation to develop and strengthen further their marketing services to chemist customers." Mr Kerry was formerly marketing manager of Haigh, Walsh & Associates Ltd, marketing consultants to the pharmaceutical industry. He has worked in the pharmaceutical industry since 1962, when he joined Wyeth Laboratories. Four years later, he joined Merck, Sharp & Dohme Ltd and held a series of sales and marketing appointments with them, becoming marketing operations manager in 1979.

# MARKET NEWS

## Short menthol crop

London, January 27: The menthol crop in Brazil is reported to be a short one and shipment offers were consequently fewer and dearer during the week. The gap between Chinese and Brazilian prices has widened still further as China has not reacted so far to the Brazilian position. During the week the market was unusually active as buyers decided it was time to build up their stocks of the crystals.

Among botanicals forward offers European lobelia fell by about 50p kg. Also lower were Canada balsam, benzoin, cloves, hydrastis and some aromatic seeds.

In essential oils spot prices were generally maintained but bois de rose, Ceylon citronella and eucalyptus were easier for shipment. Brazil peppermint moved up 10p kg on the spot making it the same as the cif rate.

A number of imported pharmaceutical chemicals have been marked down due to the continuing firm pound coupled with a desire by overseas manufacturers to reduce their stocks which have been building up as a result of world-wide depressed trading.

### Pharmaceutical chemicals

**Caffeine:** BP anhydrous £4.40 kg in 100-kg lots.  
**Chloramphenicol:** BP73 £18 kg in 500-kg lots.  
**Choline:** (500-kg lots) bitartrate £3.25 kg; dihydrogen citrate £3.40.  
**Chloroform:** BP £490 to £520 per metric ton according to drum size; 2-litre bottles £2.90 each; 10x500-ml bottles £1.25 each.  
**Iodides:** (Per kg) **Ammonium** £13.15 (50-kg lots); **potassium** £6.90 (250 kg); **sodium** £9.85 (50 kg).  
**Iodine:** Resublimed £9.70 kg in 250-kg lots; crude £8 in 500-kg lots.  
**Iodoform:** USNF £17 kg in 50-kg lots.  
**Saccharin:** BP sodium, powder £3.50 kg; crystals £3.30.  
**Succinylsulphathiazole:** £12.10 kg in 250-kg lots; imported £7.80.  
**Sulphacetamide sodium:** BP £7.25 kg for 50-kg.  
**Sulphadiazine:** BP 68 £3.80 kg in 250-kg lots.  
**Sulphadimidine:** £4 kg for imported in ½-ton lots.  
**Sulphamethizole:** £12.04 kg in 1,000 kg lots.  
**Sulphanilamide:** BPC '68 £2.50 kg in 1-metric ton lots.  
**Sulphathiazole:** BP 1973, £4.50 kg in ½-ton lots.  
**Sulphquinoloxine:** BVetC £11.57 kg; sodium salt £13.12 kg both in 500-kg lots.  
**Tetracycline:** Hydrochloride £14 kg; oxytetracycline £12.50 in 250-500-kg lots.  
**Theobromine:** Alkaloid £14.50 kg for 500-kg lots.  
**Theophylline:** Anhydrous and hydrous £5.28 kg in 100-kg lots;—ethylene diamine £5.68 kg.

### Crude drugs

**Balsams (kg) Canada:** Easier at £11.80 on the spot; shipment, £11.65, cif. **Copaiba:** unquoted. Spot and cif. **Peru** £9.45 spot; £9.70, cif. **Tolu** £6.15 spot.  
**Benzoin:** £183 cwt, cif.  
**Cloves:** Madagascar £4,200 metric ton spot, £3,800, cif.  
**Ginger:** Cochin £500 metric ton spot; £550, cif. Other sources not quoted.  
**Hydrastis:** Spot £29.30 lb; £28.55, cif. whole \$3,000.  
**Lobelias:** European, no spot; £1.43 kg, cif.  
**Menthol:** (kg) Brazilian £5.60 spot; £5.45, cif. Chinese £4.60 spot; £4.40, cif.  
**Pepper:** (metric ton) Sarawak black £750 spot, £1,650 cif; white £1,050 spot; £2,125, cif.  
**Seeds:** (metric ton, cif). **Anise:** China star £945 for shipment. **Celery:** Indian £380. **Coriander:** Moroccan £180. **Cumin:** Indian £600. **Fennel:** Indian £450. **Fenugreek:** Moroccan £275; Indian £270.

### Essential oils

**Bois de rose:** £7.25 kg spot and cif.  
**Cedarwood:** Chinese £1.20 kg spot and £1.30 cif.  
**Citronella:** Ceylon £3.60 kg spot; £3.35, cif.  
Chinese £3 spot; £2.75, cif.  
**Patchouli:** Indonesian £13 spot; £11, cif.  
**Peppermint:** (kg) Arvensis—Brazilian £4.50 spot and cif. Chinese £3 spot; £2.80 cif. American *piperata* £8.95, cif.  
**Sandalwood:** Spot Mysore £47.50 kg East Indian £46.50 spot nominal.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## COMING EVENTS

Monday, February 2

**East Metropolitan Branch, Pharmaceutical Society**, Churchill Room, Wanstead Library, Spratt Hall Road, London E11, at 8 pm. Mr R. Salmon, editor, *Chemist & Druggist*, on "Pharmaceutical journalism".

Tuesday, February 3

**South West Metropolitan Branch, Pharmaceutical Society**, St George's Hospital medical school, Crammer Terrace, London SW17, at 8.30 pm. Joint meeting with local division of British Medical Association. Dr David Jenkins, consultant in rheumatology and rehabilitation, St George's Hospital, on "The effectiveness of today's drugs as used in general practice for the treatment of rheumatism".

**Teesside Branch, Pharmaceutical Society**, Marton Hotel and Country Club, Middlesbrough, at 7.45 pm. Officers of the Cleveland drug squad on "Current trends of alcohol and drug abuse".

Wednesday, February 4

**Crawley, Horsham & Reigate Branch Pharmaceutical Society**, St John Hall, Horley, at 8 pm. Chairman's evening. Speaker is Mr W. M. Darling.

**Sheffield Branch, Pharmaceutical Society**, Jessop Hospital lecture theatre, at 8 pm. Mr J. E. Read, Sheffield Prescription Pricing Authority, on "The pricing system".

Thursday, February 5

**Edinburgh and Lothians Branch and Fife Branch, Pharmaceutical Society**, Forth Bridges Lodge, at 8 pm. Dr D. Bailey on "The curious history of contraception".

**Hounslow Branch, Pharmaceutical Society**, West Middlesex Hospital lecture theatre, Twickenham Road, Isleworth, at 8 pm. Dr David Phillipson on "Temples in Thailand".

**Huddersfield Branch, Pharmaceutical Society**, Commercial Hotel, Church Street, Paddock, at 8 pm. Talk by Dr J. E. H. Ellis, medical officer, West Yorkshire metropolitan police force.

**Lancaster and Morecambe Branch, Pharmaceutical Society and Morecambe Bay Branch, National Pharmaceutical Association**, Cellar Lounge, Conservative Club, Church Street, Lancaster, at 7.45 pm. Mr Peter Boardman, assistant secretary, PSNC, and superintendent, Central Checking Bureau, on "Pitfalls in the Drug Tariff and ways of saving money".

**Society of Cosmetic Scientists**, Royal Society of Arts, 6 John Adam Street, London WC2, at 7 pm. Dr G. Klecak, Hoffmann-La Roche, on "New UVA filter and its effect upon the skin".

**Thames Valley Pharmacists' Association**, Sterling-Winthrop House, Surbiton, at 8 pm. Mrs J. James, Royal Doulton Company, on "Heritage of beauty".

Friday, February 6

**Fylde Pharmacy Forum**, Victoria Hospital postgraduate centre, at 8 pm. Talk by Mr G. Clayton, assistant administrator, Lancashire Practitioners Committee.

### Advance Information

**Scottish Gifts Fair**, Kelvin Hall, Glasgow, February 15-19. Further information from Trade Promotion Services Ltd, Exhibition House, 6 Warren Lane, London SE18 6BW.

**South East Regional day conference**, St Luke's Hospital postgraduate medical centre, Guildford, on March 8. "Professional and product liability". Reservations (£1.50) to Dr G. W. Hanlon, Regional Secretary, Department of Pharmacy, Brighton Polytechnic, Moulescoomb, Brighton BN2 4GJ.

# CLASSIFIED

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Ring Mark Jonas for further information on extension 198.

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IN THE HIGH COURT OF JUSTICE  
CHANCERY DIVISION  
PATENTS COURT

IN THE MATTER OF Letters Patent No. 1, 100,281 dated 21st April 1965 granted to SCIENCE UNION ET CIE SOCIETE FRANCAISE DE RECHERCHE MEDICAL of 14 rue du Val d'Or, Suresnes (Seine), France in respect of an invention entitled "New Spiro-Decane Derivatives and Process for the Preparation Thereof"

— AND —

IN THE MATTER OF The Patents Acts 1949 and 1977

NOTICE IS HEREBY GIVEN that it is the intention of SCIENCE UNION ET CIE SOCIETE FRANCAISE DE RECHERCHE MEDICAL and SERVIER LABORATORIES LIMITED the Registered Office of which is at Servier House, Horsenden Lane South, Greenford, Middlesex (hereinafter together called "SCIENCE UNION") to present a Petition to the High Court of Justice, Chancery Division, Patents Court, praying that the term of the said Letters Patent be extended

AND NOTICE IS FURTHER GIVEN THAT on Wednesday the 15th day of April 1981 at 10.30 o'clock in the forenoon or so soon thereafter as Counsel may be heard, SCIENCE UNION intends to apply to the Court for Directions fixing the date of hearing of the Petition and other Directions

Notices of Opposition to the Petition must be lodged not less than 7 days before the date above mentioned at the Chancery Registrar's Office, Royal Courts of Justice, Strand, London WC2. Documents requiring service upon SCIENCE UNION pursuant to the Rules of the Supreme Court, Order 103 may be served at the offices of the Solicitors to the said Petitioners

DATED this 22nd day of January 1981

REYNOLDS PORTER CHAMBERLAIN

Solicitors for the Petitioners of and whose address for service is:  
Chichester House, 278/282 High Holborn,  
London WC1V 7HA  
ref. CB, tel. 01-242 2877, telex. 265092

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Proceedings under Section 23 of The Patents Act 1949

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IN THE HIGH COURT OF JUSTICE  
CHANCERY DIVISION  
PATENTS COURT

IN THE MATTER OF Letters Patent No. 1,078,186 dated 16th June 1965 granted to SCIENCE UNION ET CIE SOCIETE FRANCAISE DE RECHERCHE MEDICAL of 14 rue du Val d'Or, Suresnes (Seine), France in respect of an invention entitled "Optical Isomers of Phenethylamine Derivatives and Process for Preparing Them"

— AND —

IN THE MATTER OF The Patents Acts 1949 and 1977

NOTICE IS HEREBY GIVEN that it is the intention of SCIENCE UNION ET CIE SOCIETE FRANCAISE DE RECHERCHE MEDICAL and SERVIER LABORATORIES LIMITED the Registered Office of which is at Servier House, Horsenden Lane South, Greenford, Middlesex (hereinafter together called "SCIENCE UNION") to present a Petition to the High Court of Justice, Chancery Division, Patents' Court, praying that the term of the said Letters Patent be extended

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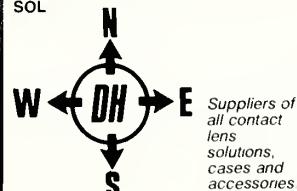
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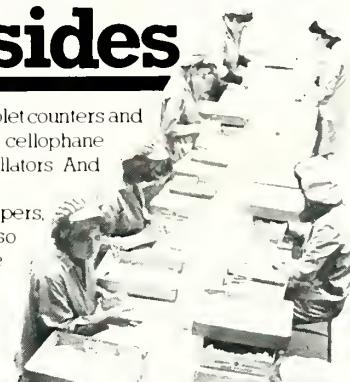
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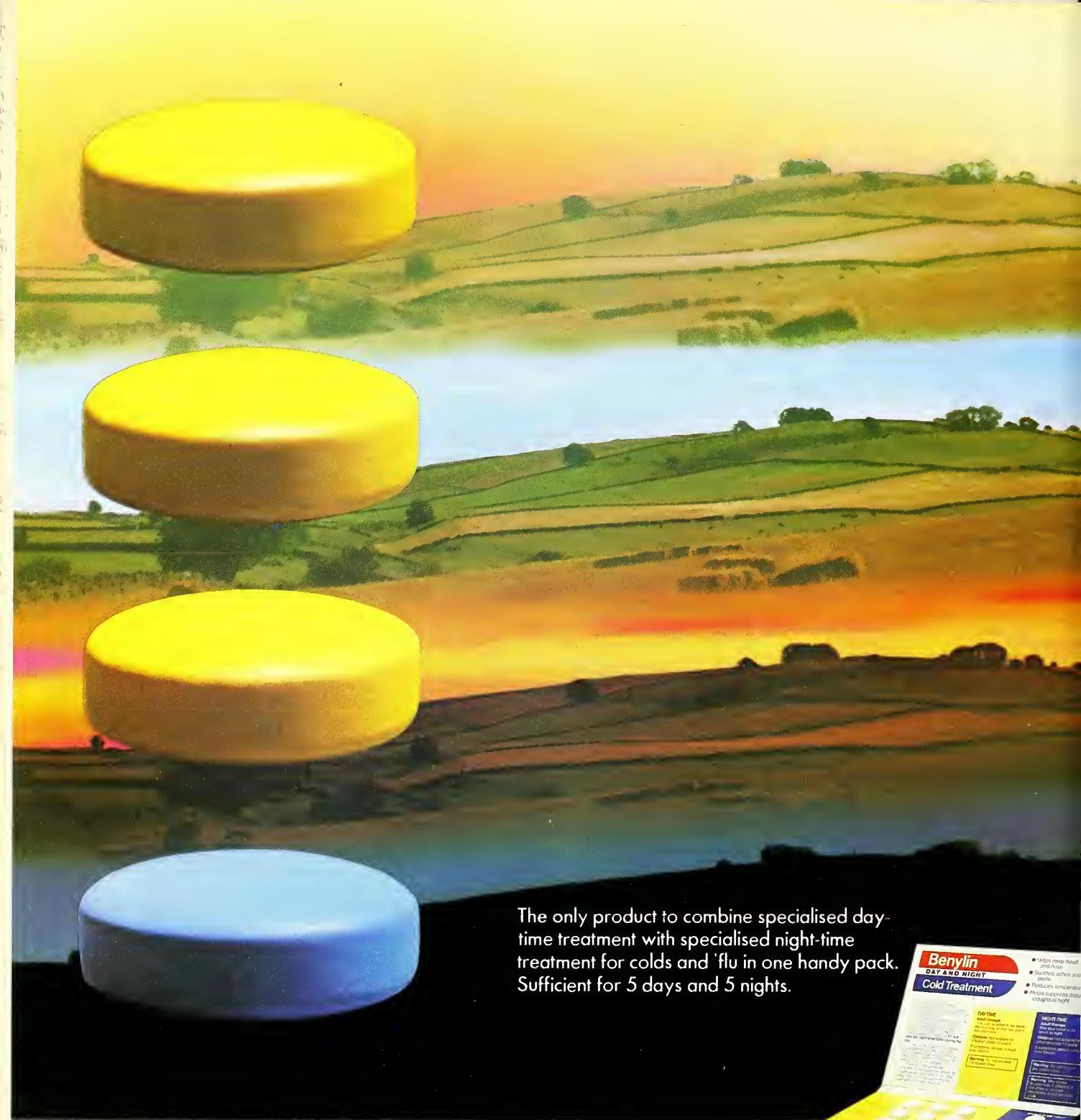
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# **Benylin** **DAY AND NIGHT** **Cold Treatment**

New Benylin\* Day and Night Cold Treatment is an effective product that you can recommend to your customers with full professional confidence. It's an effective profit-winner, too. No other product in this important market offers you the same return for your recommendation at the counter, as many pharmacists know already.

Benylin Day and Night Cold Treatment is available in display cartons containing 24 retail packs.  
List price to pharmacist per retail pack 55p  
Price to public per retail pack 95p  
(inc. V.A.T. < 15%)

**Composition**  
Each yellow (daytime) tablet contains  
Paracetamol Ph Eur 500mg  
Diphenhydramine hydrochloride B.P. 25mg.  
Each blue (night time) tablet contains  
Paracetamol Ph Eur 500mg  
Diphenhydramine hydrochloride B.P. 25mg.

**Indications:**  
For the relief of the symptoms associated with colds and influenza.

**Adult Dosage:**  
Four tablets should be taken daily - three yellow tablets during the day and one blue tablet of night.

Take only one tablet at a time, and only at the times of day indicated on the pack.

**Do not take the night-time tablets during the day.**

**Children's Dosage:**

Not recommended for children under 12 years.

**Contra-indications, warnings, etc.**

Hypersensitivity to any of the constituents. Paracetamol can cause skin rashes, dizziness and palpitations. Caution should be exercised in patients with hyperthyroidism, hypertension, cardiac dysfunction, diabetes mellitus and liver disorders. Benylin Day & Night Cold Treatment should not be used during treatment with M.A.O.s or for two weeks after completion of therapy.

**Do not exceed the stated dose.** An overdose is dangerous: medical attention should be sought immediately. May cause drowsiness.

If affected, do not drive or operate machinery. Not to be used in pregnancy. Avoid alcoholic drink. If symptoms persist, consult your doctor.

**Legal Category P**  
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